

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

December 1, 1960

NINE NEW MEMBERS OF NBC'S TWENTY-FIVE YEAR CLUB IN NEW YORK
WILL BE HONORED AT DECEMBER 5 LUNCHEON

The annual luncheon of the Twenty-Five Year Club of the National Broadcasting Company will honor nine new members at a luncheon in the Starlight Roof of the Waldorf-Astoria Hotel in New York Monday, Dec. 5.

Watches and certificates will be presented to the new members by Robert W. Sarnoff, Chairman of the Board of NBC, and Robert E. Kintner, President of NBC, will address the luncheon group. Hugh Downs and singer Louise O'Brien will provide entertainment.

There are presently 361 active and retired NBC employees in New York and elsewhere who have been with the company 25 years or more.

The new members of the club are:

Carlos Clark, Technical Director; H. Weston Conant, Sound Effects Technician; H. L. Folkerts, Technical Director; Joseph M. Milroy, Manager, Program Pricing and Servicing; Arthur G. Poppele, Operations Supervisor; Margaret Riebhoff, Station Reports Coordinator; John J. Rooney, Maintenance Engineer; John L. Seibert, Supervisor, Project Engineer, and Clifford Slaybaugh, Director, International Enterprises.

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December 1, 1960

'SAY WHEN,' NEW NBC-TV MONDAY-THROUGH-FRIDAY MORNING SERIES,
WILL HAVE ART JAMES IN HOST'S ROLE WHILE CONTESTANTS
PICK OWN PRIZES BASED ON ESTIMATES OF VALUE

"Say When" -- a new audience-participation show with contestants picking their own prizes, and with Art James starring as host -- will premiere as a Monday-through-Friday morning series on the NBC-TV Network Monday, Jan. 2 (10-10:30 a.m. EST), it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

"Say When," a Goodson-Todman Production in association with the NBC-TV Network, will replace "Dough Re Mi" in the morning time period. It will be produced in New York by S. Robert Rowe.

"Created by the producers of television's most successful game shows, 'Say When' is a fast-paced, suspense-filled program that will intrigue viewers as they try to match their own shopping skill against the studio players," said Bob Aaron, Director, NBC-TV Daytime Programming. "It will also introduce Art James, a talented and personable young man, as daytime television's newest star."

The object of the new game is for two competing players to choose enough prizes so their total value comes as close to an announced goal as possible. However, the price of each item will not be revealed until after a player selects it. Instead, contestants must rely on their own estimates. Players "say when" before selecting the final prize they feel will bring them as close to the goal as they dare go without exceeding the limit, and losing everything.

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The player whose selections add up to a figure closest to the goal wins the game and the prizes. The winners of two such games then play each other in a "tournament" match with the goal a higher figure.

Art James, now 31, has been the announcer on NBC-TV's "Concentration" for the past two years, and has emceed the morning game show when star Hugh Downs has been out-of-town. He also has substituted for Downs as announcer on "The Jack Paar Show." Before coming to New York in 1958 for "Concentration," James worked as a radio announcer in Detroit and Dearborn, Mich., his home town.

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NBC-New York, 12/1/60

NBC TELEVISION NETWORK NEWS

December 1, 1960

"O'CONNER'S OCEAN," DRAMATIC SPECIAL STARRING JOHN PAYNE
AS SEA-GOING LAWYER, SET FOR NBC-TV TUESDAY, DEC. 13

"O'Conner's Ocean," starring John Payne in the role of a sea-going, international lawyer, will be a dramatic special on the NBC-TV Network Tuesday, Dec. 13 (10-11 p.m. EST).

Filmed on location in the waters off Southern California, "O'Conner's Ocean" is produced by Window Productions in association with the NBC-TV Network and with Payne as executive producer.

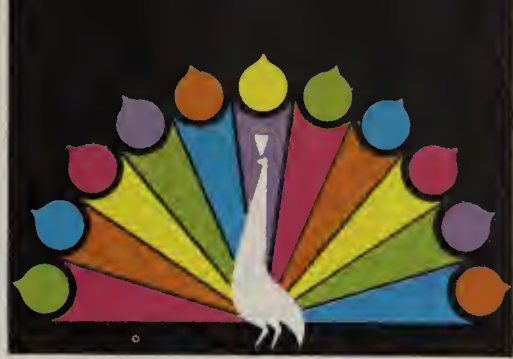
The cast for the mystery-suspense presentation -- in addition to Payne, who stars as Torin O'Conner, partner in a California marine law firm -- includes Edward Andrews as Ben Matthews, the firm's senior partner; Charles Cooper as the third partner, Jason Chambers; Wynn Pearce as Clete Long, a young lawyer; and Jimmy Murphy as Pepe Duggan, crewman aboard a yacht owned by O'Conner. Guest star for "O'Conner's Ocean" is Irene Hervey as Victoria Arden, a distraught client.

The storyline for "O'Conner's Ocean" finds O'Conner sailing to Mexico aboard his yacht, the Lady Anna, after having been commissioned by Mrs. Arden to search for her husband who had been presumed dead in an airplane crash the previous year. Mrs. Arden had received a painting executed in the style of her late husband, who was an artist. After a series of mishaps, the subject of O'Conner's search finally turns up alive on the ranch of a retired Mexican bullfighter.

"O'Conner's Ocean" is directed by Earl Bellamy from a tele-play by Tony Barrett, who also serves as associate producer. The original musical score is composed and conducted by Matty Malnick.

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NBC COLOR TELEVISION NEWS



December 1, 1960

"THE NATION'S FUTURE" TO COLORCAST DEBATE ON U.S. POLICY
TOWARD CUBA AND LATIN AMERICA BY TWO AUTHORITIES--
PROFESSORS ADOLPH A. BERLE JR. AND C. WRIGHT MILLS

"The Nation's Future" program of Saturday, Dec. 10 (9:30-10:30 p.m. EST), will be presented as a colorcast on the NBC-TV Network when two experts on Latin American affairs will debate the question: "What should U. S. policy be toward Cuba and Latin America?" The debaters are Adolph A. Berle Jr., professor of corporate law, Columbia Law School, and C. Wright Mills, professor of sociology, Columbia University.

Mr. Berle served as Assistant Secretary of State from 1938 to 1944 and was U. S. Ambassador to Brazil in 1945-46. He is the author of several books including "The 20th Century Capitalist Revolution" and "Tides of Crisis." Mr. Mills recently toured Cuba by helicopter with Premier Fidel Castro. His newest book, just published, is "Listen Yankee: the Revolution in Cuba."

The program will be presented in color on this date only. The speakers will discuss the issue and will answer questions from studio audiences in New York (where the program will originate) and in Miami. John K. M. McCaffery is moderator of the series.

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December 1, 1960

CAST AND CREDITS FOR COLORCAST OF THE OPERA, "GOLDEN CHILD,"
ON NBC-TV NETWORK'S "HALLMARK HALL OF FAME,"
FRIDAY, DEC. 16 (8:30-10 P.M. EST)

PATRICIA NEWAY

BRENDA LEWIS

STEPHEN DOUGLASS

and

Guest Star

JEROME HINES

in

'GOLDEN CHILD'

Libretto

by

PAUL ENGLE

Music

by

PHILIP BEZANSON

Scenery by:

Warren Clymer

Costumes by:

Noel Taylor

Conductor:

Herbert Grossman

Choreographer:

Matt Mattox

Musical Director:

Peter Herman Adler

Director:

Robert Hartung

PRODUCER:

GEORGE SCHAEFER

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THE CAST

CAPTAIN SUTTER:	Jerome Hines
MARTIN:	Stephen Douglass
MARTHA:	Patricia Neway
RACHEL:	Judy Sanford
SARA:	Brenda Lewis
MIGUEL:	Enrico DiGiuseppe
ED:	David Lloyd
JOE:	Chester Ludgin
ANNABELLE:	Patricia Brooks
THE CALLER:	John Wheeler

* * *

THE STORY

It is Christmas Eve, 1849. In the mountains near Sutter's Fort, Calif., Martin, his wife Martha, and their 10-year-old daughter Rachel -- a family of settlers from Iowa -- are forced to abandon their covered wagon when the oxen die, and start out for civilization on foot. They take with them a few belongings -- an ax, the family Bible in a carpet bag, and a crude doll Rachel has made to amuse herself.

At Sutter's Fort, the miners are having a dance. When the settlers arrive, the miners accuse Martin of trying to steal their claims. They suspect he has been in the mountains prospecting for gold. Captain Sutter defends the family, but the gold-greedy miners discover that Rachel's doll has a shiny gold head, and snatch it from her. Martha, who is with child, suddenly faints. Sara, a mining camp woman, leads the family to the shelter of the barn.

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3 - 'The Golden Child' Credits

Early Christmas morning, Martha gives birth to a son. Meanwhile the mining camp assayer has tested the doll's head and learned it is a huge gold nugget. The angry crowd marches on the barn and breaks down the door. They soon discover, however, that the gold they are looking for is not what they expected, but something far different indeed.

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NBC-New York, 12/1/60

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NBC COLOR TELEVISION NEWS

WALT DISNEY'S GENIUS AND ARTISTRY WILL BE UTILIZED
BY NATIONAL BROADCASTING COMPANY IN BROAD AREA OF
CREATIVITY FOR COLOR TV PRODUCTION AND PLANNING
- - -

Weekly Series and Number of Specials Included in Agreement

FOR RELEASE MONDAY A.M., DEC. 5

Walt Disney and the National Broadcasting Company have concluded an agreement by which the unique genius and artistry of Mr. Disney will be utilized by NBC in a broad area of creativity for color television production and programming.

The agreement was announced jointly today by Roy O. Disney, President, Walt Disney Productions, and Robert E. Kintner, President of the National Broadcasting Company.

Under the agreement, Walt Disney will introduce to television a whole new world of color with the programs to be produced for NBC. Specifically, he will produce and host a weekly series of full-hour programs, all to be broadcast in color; will create a number of special programs in color, a form of presentation which NBC pioneered and developed; and will be active in a variety of special projects to be announced later.

Walt Disney will bring to the new series of full-hour color programs the wizardry which characterizes the Disney production of color motion pictures. These programs will be produced especially for color television and will range over a wide field of subjects and

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2 - Walt Disney

treatments, from true-to-life nature stories to animated cartoons, from tales of adventure to adventures in the world of space. The special programs will reflect a number of spectacular themes and treatments which Mr. Disney has been developing for color television over the past several years.

Commenting on the announcement, Walt Disney said: "I look forward to the association with the National Broadcasting Company as a challenging path in our career, opening up, as it does, a new exciting world of color, which we pioneered in the motion picture cartoon field.

"This is a breakthrough that I have anticipated for years because I feel that color adds an all-important dimension for which we are thoroughly equipped.

"Planning our entrance into this broader field of television, we have had camera crews traveling extensively for many months photographing shows around the globe.

"We hope to weave a magic carpet of color to include people, places, nature, music, dancing, cartoons, the human and the fantastic drama of the universe."

Mr. Kintner said: "All of us at NBC take great pride in the addition of the distinguished name of Walt Disney to the roster of creative talent contributing to our network television schedule. His work has always been respected for its unique family audience appeal and quality, and the fresh concepts he has developed for the NBC series -- combined with the richness and beauty of color -- will set a new dimension for the best in television."

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3 - Walt Disney

In addition to new adventures for the characters made famous in Walt Disney productions through the years, the color television presentations will feature new stars -- both live and cartoon -- in dramatic factual tales, dramatizations of famous classics and musical extravaganzas.

From Mickey Mouse to Disneyland, Walt Disney has created a wide variety of quality entertainment for the world.

Born in Chicago, Walt Disney moved with his family to a Missouri farm and then to Kansas City where, as a schoolboy, he earned his first wages delivering newspapers. He started as a cartoonist for a film advertising company, acquiring the rudiments of animation.

Mr. Disney set out for Hollywood in 1923, and with his elder brother Roy established what has become Walt Disney Productions housed on a 53-acre site in Burbank, Calif.

A succession of highly popular animated cartoon features and live-action productions has come from the Disney Studio. Mickey Mouse made his debut in 1928 and was the forerunner of a long list of famous cartoon characters, including Donald Duck, Pluto, Snow White and the Seven Dwarfs, Dumbo, Bambi, Cinderella and many others.

Through the years, Mr. Disney has received 31 top awards from the Academy of Motion Picture Arts and Sciences, plus some 600 other awards. In addition to his motion pictures and television activities, he also created the multi-million dollar park, Disneyland, which has become a national institution and an attraction for tourists the world over.

Mr. Disney is married to the former Lillian Bounds and they have two daughters, Mrs. Diane Disney Miller and Mrs. Sharon Disney Brown.

PARENT-TEACHER MAGAZINE PRAISES

"NATION'S FUTURE" SERIES

The November issue of The National Parent-Teacher Magazine singled out for high praise "The Nation's Future," NBC-TV's new precedent-setting series of debates on subjects of nation-wide concern. Acclaiming the series a "bright prospect," the magazine made note of the "long and dazzling list of participants" scheduled for the program.

"The Nation's Future" is broadcast Saturdays at 9:30 p.m. EST over the NBC-TV Network.

NBC-New York, 12/2/60

NBC COLOR TELEVISION NEWS



December 2, 1960

ADDITIONS TO THE NBC-TV NETWORK COLORCAST SCHEDULE FOR DECEMBER:

Thursday, Dec. 8

4-5 p.m. -- "The Purex Special for Women" -- "The Working Mother," starring Leora Dana.

Friday, Dec. 9

11:15 p.m.-1 a.m. -- "The Jack Paar Show." (New show, not "Best of Paar" repeat).

Saturday, Dec. 10

12 noon-12:30 p.m. -- "True Story"

5:30-6 p.m. -- "Saturday Prom"

9:30-10:30 p.m. -- "The Nation's Future"

December 5, 1960

'THE RENEGADE,' SPECIAL COLORCAST WITH CIVIL WAR SETTING

Steve Cochran and Richard Ney Star in Full-Hour Drama Scheduled
On the NBC-TV Network Tuesday Night, Dec. 27

Steve Cochran and Richard Ney star in "The Renegade," a special Civil War dramatization set in the period just before and during the first Battle of Bull Run, to be colorcast on the NBC-TV Network Tuesday, Dec. 27 (10-11 p.m. EST).

Written and produced by the veteran Hollywood team of John Lee Mahin and Martin Rackin, "The Renegade" is directed by Rudolph Mate and was filmed in color at M-G-M Studios in Hollywood.

As a pair of impressed British seamen who jump ship in Baltimore and are plunged into the cross currents and confusion of the opening months of the Civil War, Cochran has the role of Rory O'Neil, a destitute former leader of the Irish independence movement, and Ney portrays Bertie Smythe, an Englishman born to wealth but now also penniless.

Featured in the cast are Jack Warden as H. P. Daggett, an unscrupulous war profiteer who plays one side against the other, and Constance Towers as Daggett's fiancée.

The storyline for "The Renegade" finds O'Neil and Smythe masquerading respectively as a correspondent for an English newspaper

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and his manservant. They become involved with Daggett, who tells them: "This war's about money...money and real estate and cotton. Those that have it mean to keep it that way."

Their plan to make a quick fortune out of the confusion of the war is thwarted as retreating Union soldiers stampede the gay throng that had driven down from Washington to watch the spectacle of the war's first battle.

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NBC-New York, 12/5/60

NBC COLOR TELEVISION NEWS



December 5, 1960

EXTENSIVE SCHEDULE OF COLORCASTS HIGHLIGHTS

NBC-TV NETWORK WEEKEND OF DEC. 8-11

Mary Martin's "Peter Pan," and first color broadcasts for "The Nation's Future," "The Groucho Show" and "The Working Mother" (a "Purex Special for Women") will highlight a weekend of extensive tint programming over NBC-TV beginning Thursday, Dec. 8.

Twenty-one of 49 hours -- almost 43 per cent -- of the network's total programming during the four days through Sunday, Dec. 11, will be presented in color.

Highest concentration of added color--five and three-quarter hours -- will be offered by the network on Thursday, Dec. 8, already designated "The Most Colorful Night of the Year," since all prime time programs that evening will be carrying the NBC-TV color peacock identification. In addition to three hours of regularly scheduled day-time fare, "The Working Mother" will be shown in color from 4 to 5 p.m. (EST). Soon thereafter, at 7:30 p.m. (EST), Mary Martin's two-hour "Peter Pan" will tint-illate television screens across the nation, to be followed by Tennessee Ernie Ford, Groucho Marx (a color debut for this date only) and Jack Paar.

On Friday, Dec. 9, in addition to already established color programs, the first of this season's Bell Science series, "The Thread of

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2 - Color Weekend

of Life," will be seen, and, later that evening, "The Jack Paar Show" will be presented in color. (Note: This will NOT be a "Best of Paar" in black-and-white, as is usual on Friday nights. It will be taped, in color, typical of Paar's Mondays-through-Thursdays practice).

Three additions to the regular Saturday NBC-TV color lineup will be "True Story," "Saturday Prom," and "The Nation's Future" (the two latter programs making their color debuts) on Dec. 10. Sunday's (Dec. 11) tint schedule remains unchanged, embracing "Meet the Press," "The Shirley Temple Show" and "The Dinah Shore Chevy Show."

Following is a listing (All times EST) of NBC-TV's color programming from Thursday, Dec. 8 through Sunday, Dec. 11 (Note -- Not included are the six hours of color accounted for by Thursday and Friday daytime colorcasts):

Thursday, Dec. 8

4-5 p.m.	"Purex Special For Women" presentation of "The Working Mother"
7:30-9:30 p.m.	Mary Martin as "Peter Pan"
9:30-10 p.m.	"The Ford Show" starring Tennessee Ernie Ford.
10-10:30 p.m.	"The Groucho Show"
11:15 p.m.-	"The Jack Paar Show"
1 a.m.	

Friday, Dec. 9

9-10 p.m.	Bell Science Series presentation of "The Thread of Life"
11:15 p.m.-	"The Jack Paar Show"
1 a.m.	

Saturday, Dec. 10

10-10:30 a.m.	"The Shari Lewis Show"
10:30-11 a.m.	"King Leonardo and His Short Subjects"
12-12:30 p.m.	"True Story"
5:30-6:00 p.m.	"Saturday Prom"
7:30-8:30 p.m.	"Bonanza"
9:30-10:30 p.m.	"The Nation's Future"

Sunday, Dec. 11

6-6:30 p.m.	"Meet the Press"
7-8 p.m.	"The Shirley Temple Show"
9-10 p.m.	"The Dinah Shore Chevy Show"

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NBC-New York, 12/5/60

NBC TELEVISION NETWORK NEWS²-X-H

December 6, 1960

DAVID BRINKLEY TO EXPLORE HONG KONG'S GREAT CONTRASTS
FOR A FULL-HOUR NBC NEWS TV SPECIAL TUESDAY, MARCH 21

David Brinkley will explore Hong Kong and its contrasting luxury and poverty in a special full-hour nighttime program to be presented on the NBC-TV Network Tuesday, March 21, 1961 (10-11 p.m. EST).

Brinkley left Saturday (Dec. 3) for the Crown Colony, where he will spend three weeks filming "The David Brinkley Special -- Our Man in Hong Kong." With him is producer Reuven Frank and a film crew that includes director Walter Kravetz and cameraman Thomas Priestly.

Frank said that the NBC News program would examine the day-to-day life in Hong Kong, where some of the world's wealthiest people live side by side with two million refugees from the Red Chinese mainland.

"Hong Kong is a city of contrasts," Frank said. "Luxurious merchant palaces overlook refugee hovels. A landbound community adjoins a floating city of sampans, where grocers and doctors make their living on water highways and seldom touch land.

"Somewhere in the area around Hong Kong we hope to find the last trace of historic Chinese communal life -- the Chinese life as it was before the arrival of Communism -- and we'd like to record that.

"This is a city that lost its reason for being when the Communists barred entrance to the mainland. Now it is in constant change. It is on the verge of becoming a major tourist center and an industrial capital. We'd like to show its contrasts, its changes, its
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2 - Hong Kong

customs and possibly its Suzie Wongs -- although we don't expect to find any good-hearted ones."

Hong Kong is a British colony situated at the mouth of China's Canton River. Its nucleus is the 35-square-mile Hong Kong Island, acquired from China in 1841. Total area of the colony is 391 square miles, which includes a mainland area and numerous islands leased from China in 1899 for a period of 99 years.

Brinkley's last major venture in foreign reporting was the full-hour program, "Our Man in the Mediterranean" on the NBC-TV Network May 17, 1959. His commentary on this tour from Egypt to Spain was widely praised for its wit and perception.

"The David Brinkley Special -- "Our Man in Hong Kong" will be produced by Reuven Frank under supervision of Julian Goodman, Director NBC News and Public Affairs.

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NBC-New York, 12/6/60

December 6, 1960

NINE NEW MEMBERS OF NBC TWENTY-FIVE YEAR CLUB
HONORED AT LUNCHEON IN NEW YORK

Nine employees of the National Broadcasting Company were honored at a luncheon in the Starlight Roof of the Waldorf-Astoria Hotel in New York on Monday, Dec. 5, for new members of the NBC Twenty-Five Year Club.

Robert E. Kintner, President of NBC, was speaker at the luncheon, and the presentation of awards was made by Robert W. Sarnoff, Chairman of the Board of NBC.

Louise O'Brien, who appears frequently as a singer on "The Jack Paar Show," and Hugh Downs were highlighted in an entertainment program.

The new members are:

Carlos Clark, Technical Director; H. Weston Conant, Sound Effects Technician; H. L. Folkerts, Technical Director; Joseph M. Milroy, Manager, Program Pricing and Servicing; Arthur G. Poppele, Operations Supervisor; Margaret Riebhoff, Station Reports Coordinator; John J. Rooney, Maintenance Engineer; John L. Seibert, Supervisor, Project Engineer, and Clifford Slaybaugh, Director, International Enterprises.

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EISENHOWER-KENNEDY WHITE HOUSE MEETING COVERED
BY NBC NEWS IN THREE SPECIAL TV BROADCASTS

NBC News covered the meeting of President Eisenhower and President-elect Kennedy in three special live broadcasts originating at the White House and presented on the NBC-TV Network today (Tuesday, Dec. 6).

The first origination (9-9:08 a.m. EST) showed Senator Kennedy arriving at the White House, being saluted by an honor guard and being greeted by the President at the North Portico.

The second (11-11:07 a.m. EST) included a report by NBC News correspondents Ray Scherer and Herb Kaplow on the progress of the meeting.

The third (12:20-12:31 p.m. EST) showed Kennedy leaving the White House and included his statement on the meeting and answers to reporters' questions. He was then shown departing from the White House grounds in his car.

NBC News correspondent Sander Vanocur accompanied the Kennedy party to the White House and joined Scherer and Kaplow in reporting from the scene.

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NBC-New York, 12/6/60

Program: "The Bob Hope Buick Show" -- fourth in
current season of comedy specials

Time: NBC-TV Network, Monday, Dec. 12,
9:30-10:30 p.m. EST.

Starring: Bob Hope

With Guest Stars: Polly Bergen and David Rose and his
Orchestra.

Special Guest: Jimmy Durante

Directed by Jack Shea

Produced by Jack Hope

Written by Mort Lachman and Bill Larkin; John
Rapp and Lester White; Charles Lee

Consultant: Norman Sullivan

Special Material: Gig Henry

Choreography: Jack Baker

Art Director: Bob Corrigan

Costumes: Kate Drain Lawson

Associate Producer: Sil Caranchini

Unit Manager: Jack Watson

Makeup: Bill Morley

Associate Director: Clay Daniel

Production by Hope Enterprises Inc., in association
with the NBC-TV Network

Sponsor (and agency): Buick Division of General Motors
Corp. (McCann-Erickson Inc.)

Origination: NBC Studios, Burbank, Calif.

Pre-empts this date only: "Dante" (9:30 p.m. EST) and "The
Barbara Stanwyck Show" (10 p.m. EST)

NBC Press Contacts: Bill Faith (Hollywood), Al Cammann
(N. Y.)

NBC TRADE NEWS-X-H

December 7, 1960

GULF OIL PURCHASES COVERAGE OF FAST-BREAKING HEADLINE EVENTS
ON NBC-TV NETWORK AS SPONSOR OF 'NBC SPECIAL NEWS REPORTS'

In a precedent-setting purchase of fast-breaking news coverage on the NBC Television Network, the Gulf Oil Corporation will sponsor "NBC Special News Reports" of major world events in the forthcoming months.

The new series will make possible for the first time thorough and immediate sponsored coverage of national and international news events as they develop. The number and length of the programs in the series will be determined by the news as it breaks throughout the year, with forms and techniques varying from program to program.

Announcement of the purchase was made jointly today by Robert E. Kintner, President of the National Broadcasting Company, and W. K. Whiteford, Chairman of the Board of the Gulf Oil Corporation.

"'NBC Special News Reports' will capture the substance and meaning of momentous national and international events that dominate the headlines," William R. McAndrew, Vice President, NBC News, said. "The programs may be composed wholly or partially of filmed elements, live or taped remote pickups and/or studio originations. Still photographs and radio reports also might be included and every other means marshalled with one main purpose in mind: to cover a story on which the eyes of the nation and the world are focused -- to present it clearly, completely and effectively."

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2 - 'NBC Special News Reports'

Julian Goodman, Director of News and Public Affairs, will supervise the new series, to be produced for Gulf by NBC News.

NBC News' staff of 300 correspondents, writers, cameramen and editors will be made available in producing the programs, with Frank McGee as chief correspondent. Members of NBC News' overseas staff, such as Joseph C. Harsch, Irving R. Levine, John Rich, as well as such top correspondents on the domestic scene as Merrill Mueller, Martin Agronsky, Ray Scherer, Robert McCormick and others will be contributing to the programs' coverage.

"NBC Special News Reports" will be in the nature of such unpredictable national and international crises as the Nova Scotia mine disaster, the Castro revolution, the U-2 incident, or meetings of the United Nations Security Council, or of an extraordinary new development within the context of a planned event, such as the Summit collapse of last Spring, or the crisis in Japan which forced the postponement of President Eisenhower's visit there. The area of space events also would be included.

The purchase of "NBC Special News Reports" by Gulf Oil Corporation was placed through Young & Rubicam Inc.

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NBC-New York, 12/7/60

December 7, 1960

72ND ANNUAL 'TOURNAMENT OF ROSES PARADE'
TO BE COLORCAST ON NBC-TV NETWORK UNDER
SPONSORSHIP OF MINUTE MAID CORPORATION

The 72nd annual "Tournament of Roses Parade" will be colorcast on the NBC-TV Network Monday, Jan. 2, from Pasadena, Calif., under the sponsorship of the Minute Maid Corporation, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The purchase by Minute Maid marks the fifth straight year the firm has sponsored the television presentation, and the seventh year Minute Maid has participated in the sponsorship.

The annual event, which has been televised by NBC-TV since 1952, will be broadcast from 11:30 a.m. until 1:45 p.m. EST, with the first 15 minutes in black and white and the next 120 minutes in color. NBC-TV has presented the spectacle in color since 1954.

The Minute Maid purchase was made through Ted Bates and Company Inc.

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December 7, 1960

UNITED STATES STEEL IS THE SPONSOR, BUT COMMERCIALS

WILL BE OMITTED FROM 'PROJECT 20' DEC. 21

COLORCAST OF 'THE COMING OF CHRIST'

There will be no commercials in the NBC-TV "Project 20" production of "The Coming of Christ," which will be color-cast Wednesday, Dec. 21 (8:30-9 p.m. EST), under sponsorship of United States Steel.

Since the law requires identification of sponsor, however, the announcer will say at the start: "Tonight United States Steel has the honor to present a special 'Project 20' event for the Christmas season." And at the close: "Tonight's 'Project 20' was brought to you by United States Steel."

The program is built from hundreds of paintings in which the fabulous artists of Flanders and other of the world's great painters have depicted the coming of Christ and His ministry. All will be animated through the now-famous "Project 20" technique of still-pictures-in-action. The narration will consist almost wholly of the words of the Bible itself.

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NBC TELEVISION NETWORK NEWS

ANDY WILLIAMS, McGUIRE SISTERS SLATED AS GUEST STARS
WITH HOST JACK BENNY IN 'REMEMBER HOW GREAT'

Andy Williams and the McGuire Sisters will be the special guest stars on "Remember How Great," a special musical variety program which stars Jack Benny as host on NBC-TV Thursday, Feb. 9 (8:30 to 9:30 p.m. EST).

Juliet Prowse, Connie Francis and the Hermes Pan Dancers will also be featured on the program.

Orchestra leader Harry James and his band will provide the music for the show, which will present some of the all-time popular hit songs of the past few decades.

The broadcast will be sponsored by the American Tobacco Company through Batten, Barton, Durstine & Osborn Inc.

In his role as host of "Remember How Great," Jack Benny will be returning to NBC for the first time in 12 years. It was on the NBC Radio Network that Benny became a national success as a comedian. He has appeared on the network a few times since his departure in 1948, but never in a starring role.

The program will be produced by Gil Rodin and directed by Greg Garrison. Hermes Pan, will be choreographer and stage director.

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NBC-New York, 12/7/60

December 7, 1960

SENATOR PAUL H. DOUGLAS IS 'MEET THE PRESS' GUEST
ON NBC-TV (COLORCAST) AND NBC RADIO THIS SUNDAY

Senator Paul H. Douglas (D-Ill.), senior Senator of his state, will be the guest of "Meet the Press" Sunday, Dec. 11 (NBC-TV Network colorcast 6 p.m. EST; NBC Radio Network -- except WNBC -- broadcast, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST.)

Senator Douglas was recently appointed by President-elect John F. Kennedy to head a committee to draft a federal program of relief for economically depressed areas. The Senator is recognized as one of the country's leading economists and is chairman of the Congressional Joint Economic Committee which will hold hearings this week on the country's current economic situation. He is also a member of the Senate Banking and Currency Committee and the Senate Finance Committee. Before his election in 1948, he was a professor of economics at the University of Chicago and is the author of a number of books on economics.

Interviewing Senator Douglas will include Harry Hazlitt of Newsweek, Victor Riesel of Hall Syndicate and Jack Bell of the Associated Press. A fourth panelist will be announced. Ned Brooks will be the moderator. Lawrence E. Spivak, producer and permanent panelist, is on vacation and will not appear.

The colorcast will originate live from the NBC-TV studios in New York.

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NBC-TV NETWORK PROGRAM

NEHRU AND MACMILLAN WILL HONOR PRESIDENT EISENHOWER
IN 'TRIBUTE TO A PATRIOT' ON NBC-TV JAN. 10

Indian Prime Minister Jawaharlal Nehru and British Prime Minister Harold Macmillan will be among those who will honor President Eisenhower in "Tribute to a Patriot," a special full-hour program to be presented on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

The Nehru and Macmillan tributes will be filmed respectively in New Delhi and London for presentation on the program, which will examine the President's life and career and will feature appearances by many of his associates, personal friends and relatives.

Among others who have agreed to participate in the broadcast are James Hagerty, White House Press Secretary; General Walter Bedell Smith, General Eisenhower's Chief of Staff during World War II, and Colonel Robert L. Schulz, the President's military aide.

-----O-----

NBC-New York, 12/7/60

NBC TELEVISION NETWORK NEWS

December 7, 1960

DAVID BRINKLEY TO FILM NEWS FEATURES IN JAPAN FOR 'TEXACO HUNTLEY-BRINKLEY REPORT'

David Brinkley, NBC News commentator, will film a series of news features examining the problems in Japan, which will be presented on the "Texaco Huntley-Brinkley Report" broadcasts Monday through Friday on NBC-TV (6:45 p.m. EST).

Brinkley will stop in Japan enroute to Hong Kong where he and producer Reuven Frank will film "The David Brinkley Special -- Our Man in Hong Kong," a one-hour program to be presented Tuesday, March 21 (10-11 p.m. EST).

The features will report on various aspects of Japanese political life, the industrial recovery of the country, and anti-American feeling which is growing there.

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NBC-TV NETWORK PROGRAM

PRODUCER IRVING GITLIN TO GIVE VIEWS ON 'QUALITY LOOK IN TV'
AT ACADEMY OF TELEVISION ARTS AND SCIENCES

Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, will participate in a panel discussion of "The Quality Look in TV, and the Men Behind It" to be presented by the Academy of Television Arts and Sciences Tuesday, Dec. 13, at 7:45 p.m. at the Dorset Hotel, 30 West 54th St., New York City.

Other members of the panel include Robert Lang, Vice President, Administration, CBS News, and Alfred Schneider, Vice President, Administration, ABC-TV Network. The discussion will be moderated by Robert L. Foreman, Executive Vice President, Batten, Barton, Durstine & Osborn. Ed Cooperstein, WNTA-TV Director and chairman of the Academy's Forum Program Committee, said that the panel discussion would study the growing importance of news, public affairs and information programs and the increasing advertising support in this area of broadcasting.

-----O-----

NBC-New York, 12/7/60

NOTE: The name "O'Conner" was spelled incorrectly in NBC Trade News mailing dated 12/6/60. Please follow spelling in title and program references of this revised credit listing.

CAST AND CREDITS FOR "O'CONNER'S OCEAN"
DRAMATIC SPECIAL ON NBC-TV NETWORK

Title: "O'Conner's Ocean"

Date and Time: Tuesday, Dec. 13 (10-11 p.m. EST).

Format: Full-hour dramatic special in which
John Payne stars as Torin O'Conner,
sea-going, international lawyer,
who sails to Mexico aboard his yacht
in search of a client's husband, who
had been presumed dead in an air
crash.

Starring: John Payne as Torin O'Conner.

Produced by Window Productions Inc., in associa-
tion with the NBC-TV Network.

Filmed at: Samuel Goldwyn Studios in Hollywood
and on location in the waters off
Southern California.

Executive Producer: John Payne

Associate Producer: Tony Barrett

Director: Earl Bellamy

Written by Tony Barrett

Cast: John Payne as Torin O'Conner, Charles
Cooper as Jason Chambers, Edward
Andrews as Ben Matthews, Wynn Pearce
as Clete, Archie Duncan as Sean,
(more)

2 - Cast and Credits for "O'Conner's Ocean"

Cast: (Cont'd)

Jimmy Murphy as Pete, Irene Hervey as
Victoria, Peter Whitney as Vince,
Walter Reed as Paul, Edith Clair as
Elsa, Jackie Russell as Karen, Bea
Benaderet as Mrs. Landis, George
Lewis as Delgado, Margarita Cordova
as Maria, Miguel Landa as Sergeant,
Vito Scotti as P. O. Clerk, Fortunio
Buonova as Bartender, Raohl De Leon
as Fisherman, Allan Roberts as
Fisherman's Son, Rudolph A'Costa
as Carlos Mendoza, Herb Vigran as
Parrot Voice, Tommy Andre as
Messenger Boy, Joe Dominguez as
Watchman, Les Hellman as Muscleman
No. 1, Johnny Daheim as Muscleman
No. 2, Tony Brand as Guitarist.

Production Supervisor:

Doc Merman

Music:

Matty Malneck

Director of Photography:

Loyal Griggs

Art Director:

Serge Krizman

Film Editor:

Budd Small

Set Decorator:

Vic Gangelin

Assistant Director:

Lee Lukather

Sound:

Fred Lau

Wardrobe:

Frank Beetson

Property:

Tom Coleman

NBC Press Representatives:

Doug Duitsman, Hollywood; Charlie
Gregg, New York.

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NBC-New York, 12/7/60

(March) 1891

December 8, 1960

"THE DICK POWELL SHOW" SIGNED FOR NBC-TV'S 1961-62 SEASON

- - -

Agreement for Four Star's Flagship Production Calls for Mr. Powell's
Exclusive Performing Services on This Full-Hour Series

The National Broadcasting Company has concluded an agreement with Four Star Television to present Four Star's flagship production for the 1961-62 season, "The Dick Powell Show," on the NBC Television Network.

The agreement also calls for the exclusive performing services of Mr. Powell on this major new hour-long series.

In making the announcement, David Levy, Vice President, NBC-TV Programs and Talent, said: "With such an outstanding performer as Dick Powell -- who is also the President of Four Star -- as host and leading man, we expect that "The Dick Powell Show" will not only be one of the keystones of next year's schedule, but an important factor in our long-range planning."

The series will be a contemporary adventure anthology produced by Four Star in association with the National Broadcasting Company.

Mr. Powell will serve as host for the entire series and will star in one out of every three episodes. Major showbusiness personalities will have starring roles in the alternating programs.

Mr. Powell has long been a leader in the production of anthology series for television. With Charles Boyer and David Niven, he created the highly acclaimed "Four Star Playhouse" nine years ago.

(more)

Four Star and NBC have been associated in a wide variety of weekly series over the past several seasons.

"The entire Four Star organization regards 'The Dick Powell Show' as our most exciting challenge for the 1961-62 season," said Tom McDermott, Executive Vice President. "This prestige presentation will add luster to our association with NBC and will set a high standard for the production of television anthology series."

Mr. McDermott said that detailed production credits will be announced in the near future.

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NBC-New York, 12/8/60

NBC TELEVISION NETWORK NEWS

December 8, 1960

'NBC WHITE PAPER NUMBER 2: SIT-IN'

Tuesday, Dec. 20, NBC-TV Creative Projects Unit Presentation
Will Relate Little-Known Story of How Explosive Issue
Was Settled Peacefully in Nashville Area

At 3:15 on Tuesday, May 10, 1960, Negro customers walked up to lunch counters in six downtown Nashville stores and sat down to a historic mid-afternoon snack.

"NBC White Paper Number 2: Sit-In," on NBC-TV Tuesday, Dec. 20, (10-11 p.m. EST), will focus on this event, the consequences that flowed from it, and the little-known story of how this explosive issue was settled peacefully.

The second of the "NBC White Paper" series will use the Nashville incident and reports from other sections of the South to examine a historical change in the controversial race relations area: the move from gradualism to direct non-violent action on the part of the Negro community. This sit-in movement and the use of economic measures and counter-measures is considered the most important development in this area since the Supreme Court desegregation decision of 1954. Involved in it is the constitutional question, now headed for the Supreme Court, of whether or not a private merchant has the right to restrict his customers.

(more)

"Sit-In" will show the tension and the incident that ripped Nashville in the Winter and Spring of 1959-60. Negro students, merchants, store clerks, community leaders and representatives of both sides of the sit-in issue will tell of their reactions at that time, and their feelings -- almost one year later -- on the Nashville situation today.

Chet Huntley will narrate "Sit-In," which will be produced by Al Wasserman. Robert Young is associate producer and director. The "NBC White Paper" series is a production of the Creative Projects Unit of NBC News under the supervision of Irving Gitlin, Executive Producer.

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NBC-New York, 12/8/60

December 8, 1960

JAN. 6 PREMIERE SLATED FOR 'WESTINGHOUSE PLAYHOUSE,'
FAMILY SITUATION COMEDY SERIES STARRING
NANETTE FABRAY AND WENDELL COREY

"Westinghouse Playhouse starring Nanette Fabray and Wendell Corey," a new family situation comedy series dealing with real-life events of Miss Fabray and her husband, Ranald MacDougall, will have its premiere on the NBC-TV Network Friday, Jan. 6 (8:30-9 p.m. EST).

The kickoff episode, "Yes, Yes, Nanette," was written by MacDougall.

In the series Miss Fabray plays Nanette -- McGovern, wife of Dan McGovern (Corey) and stepmother of his children -- Nancy (Jacklyn B'Donnell) and Buddy (Robert "Fury" Diamond). Doris Kemper as Mrs. Harper, an elderly housekeeper, also is a regular cast member.

The initial episode opens in New York with the marriage of Hollywood writer Dan McGovern, a widower for six years, and Nanette, vivacious Broadway star, after a whirlwind courtship. As the newlyweds fly to Hollywood, Dan discloses he has not told his children about Nan. Naturally, she is upset. Home life becomes chaotic at McGovern's home in Beverly Hills, where Dan and Nan encounter rudeness and indifference. Nan's solution to the crisis provides Miss Fabray full scope for her talents as a comedienne.

Other family members will be introduced in future episodes, written by various writers under the supervision of MacDougall, author of the pilot film.

(more)

2 - 'Westinghouse Playhouse'

Nanette Fabray has been in showbusiness since she was a small girl with the "our gang" film company. Later she appeared in such hit musicals as "Let's Face It," "Bloomer Girl," and "High Button Shoes." She followed these with roles in "Love Life," "Arms and the Girl," "The Good Fairy," and "Make a Wish." She also starred with Sid Caesar on the NBC-TV "Caesar's Hour."

Wendell Corey, considered one of Hollywood's most versatile actors, is remembered for his comic impersonation of Jesse James in the Bob Hope film "Alias Jesse James." Other theatrical hits include "Jolly's Progress," "But Not Goodbye," "Follow the Girls," and "Dream Girl." He has appeared in at least 24 motion pictures including "The Rainmaker," "No Sad Songs," and "The Accused." Corey's talents have been used in radio, summer stock and television series.

Herschel Daugherty directed the initial show. Jerry Hopper will direct the rest of the series, which is produced by Larry Berns and filmed at Revue Studios.

The series is sponsored by Westinghouse Electric Corporation through McCann-Erickson Inc.

CREDITS FOR 'WESTINGHOUSE PLAYHOUSE' ON NBC-TV

Program:	"Westinghouse Playhouse starring Nanette Fabray and Wendell Corey"
Time:	NBC-TV Network, Fridays (8:30-9 p.m. EST).
Premiere Date:	Friday, Jan. 6
First episode:	"Yes, Yes, Nanette"
Starring:	Nanette Fabray and Wendell Corey
With:	Bobby Diamond as Buddy, Doris Kemper as Mrs. Harper, Jacklyn O'Donnell as Nancy. (more)

3 - 'Westinghouse Playhouse'

Format: Filmed family situation comedy based on events in the real family life of Miss Fabray and her husband, Ranald MacDougall, who wrote the original story.

Produced by: Larry Berns

Directed by: Herschel Daugherty. Subsequent episodes directed by Jerry Hopper.

Guest Cast: Reba Waters as Jane, Bek Nelson as air-
(Premiere) line stewardess, Jack Albertson as milkman.

Writers: Various (Ranald MacDougall, premiere episode)

Music by: Axel Stordahl

Director of Photography: Ray Rennahan

Art Director: John Meehan

Editorial Supervisor: David J. O'Connell

Film Editor: Edward Haire, A. C. E.

Musical Supervision: Stanley Wilson

Sound Assistant: William Lynch

Director: James H. Brown

Set Director: Oliver Emert

Costume Supervisor: Vincent Dee

Makeup: Jack Barron

Hair Stylist: Florence Bush

Production: A Beejay production

Filmed: In Hollywood at Revue Studios

Sponsor: Westinghouse Electric Corporation

Agency: McCann-Erickson Inc.

NBC Press Representatives: Jane Westover (Hollywood), Al Cammann
(New York).

NBC TELEVISION NETWORK NEWS

December 8, 1960

VOICE OF AMERICA WORLD WIDE BROADCASTS HAIL

NBC-TV's "PROJECT 20" FOR ATTAINING

"HIGHEST LEVEL OF CREATIVENESS"

The Voice of America, in broadcasts beamed worldwide, is hailing NBC's "Project 20" for attainment of perhaps the "highest level of creativeness" in all U. S. television.

Viewers will have a chance to assay anew such a verdict with the two "Project 20" events scheduled for broadcasts on the NBC-TV Network later this month. ("The Coming of Christ" will be colorcast Wednesday, Dec. 21, from 8:30 to 9 p.m. EST. The "Victory at Sea" special will be broadcast Thursday, Dec. 29, from 9:30 to 11 p.m. EST).

The tribute from Voice of America comes as prologue to an interview with Donald B. Hyatt, Director of NBC Special Projects and producer-director of "Project 20." Robert Grant, Voice of America reporter in New York, is the interviewer.

"In the United States," Grant says, "television has perhaps reached its highest level of creativeness with the programs telecast under the name 'Project 20.'

"Within whatever framework of reference a person uses to judge a television program, the 'Project 20' events of the National Broadcasting Company continue to stand alone.

"Here is sight and sound telling a story with understanding and imagination blended with a professional skill unlike anything yet seen on a television screen.

(more)

"What sets this series above the normal level of competency of other efforts in the same field? Why have both the critics and the viewers acclaimed the merits of 'Project 20' so highly?"

The Voice of America reporter seeks the answers in his interview with Hyatt, whom he calls "one of the outstanding producer-directors in the United States."

The interview has been made available for broadcast in translation in 38 different languages.

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NBC-New York, 12/8/60

December 8, 1960

COMMENTATORS NAMED FOR NBC POST-SEASON FOOTBALL SCHEDULE
- - -

Lindsey Nelson to Do Television Play-by-Play for Five Games

In Roster of TV and Radio Commentary Assignments

Sportscaster Lindsey Nelson will handle the television play-by-play commentary for five of NBC's post-season football games. The list of TV and radio commentators was announced today by NBC Sports Director Tom S. Gallery.

Nelson, who has been reporting professional football action on NBC-TV during the 1960 season, will cover post-season attractions in Philadelphia, Montgomery (Ala.), New Orleans, Mobile (Ala.) and Los Angeles during the month starting Dec. 17.

A pair of former gridiron greats, Frank Albert and Red Grange, will serve as color commentator with Nelson for two games each. Albert also will be one of the gridcasters for a third game. Mel Allen has two announcing assignments on TV and Curt Gowdy has two on radio.

The broadcasting assignments follow (play-by-play announcer is first in each pairing, followed by color commentator):

Liberty Bowl Game, Saturday, Dec. 17, colorcast at 12:45 p.m. EST -- Lindsey Nelson and Frank Albert on TV.

Blue-Gray Game, Saturday, Dec. 31 at 1:45 p.m. EST -- Lindsey Nelson and Jim Simpson on TV, Bob Wolff and Art Gleeson on radio.

(more)

2 - Post-Season Football

East-West Shrine Game, Saturday, Dec. 31 at
4:45 p.m. EST -- Mel Allen and Frank Albert on TV,
Curt Gowdy and Lee Giroux on radio.

Sugar Bowl Game, Monday, Jan. 2, colorcast at
1:45 p.m. EST -- Lindsey Nelson and Red Grange on TV,
John Ferguson on radio.

Rose Bowl Game, Monday, Jan. 2 at 4:45 p.m. EST
-- Mel Allen and Chick Hearn on TV, Curt Gowdy and
Braven Dyer on radio.

Senior Bowl Game, Saturday, Jan. 7, colorcast at
3:15 p.m. EST -- Lindsey Nelson and Red Grange on TV.

Pro Bowl Game, Sunday, Jan. 15, colorcast at
3:45 p.m. EST -- Lindsey Nelson and Frank Albert on TV.

Commentators will be announced soon for NBC's coverage of an
eighth post-season contest, the National Football League Championship
Game scheduled for Monday, Dec. 26 (color TV and radio, 11:45 a.m.
EST).

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NBC-New York, 12/8/60

NBC-TV NETWORK PROGRAM

RELIGIOUS ORGANIZATION SALUTES TENNESSEE ERNIE FORD

Tennessee Ernie Ford tonight (Dec. 8) received an award on his NBC-TV program, "The Ford Show," from Religion in American Life, Inc. The citation saluted the performer "for strengthening the moral and spiritual values of our American way of life on his weekly television program." Dr. Earle B. Pleasant, national director of the organization, presented the award.

-----O-----

NBC-New York, 12/8/60

CREDITS FOR 'VICTORY AT SEA' SPECIAL, A 'PROJECT 20' EVENT
ON NBC-TV NETWORK THURSDAY, DEC. 29 (9:30-11 P.M. EST)

Description:

A new look at the human drama and tragedy of World War II, adapted from the television classic first presented in 26 half-hour weekly installments in 1952-53. The new 90-minute special runs 6,800 feet as compared with the 60,000 of the original, which entailed a two-year world-wide search for combat films and related material in army, navy and air forces archives of many nations as well as in newsreel companies and in private hands.

Adaptation (Script):

Richard Hanser

Adaptation (Production and Direction):

Donald B. Hyatt

Produced by

Henry Salomon

Written by

Henry Salomon and Richard Hanser

Original Music Score by

Richard Rodgers

Music Arranged and
Conducted by

Robert Russell Bennett

Narrated by

Alexander Scourby

Edited by

Isaac Kleinerman

Assistant Film Editor:

Silvio D'Alisera

Research:

Daniel Jones, Douglas Wood

Sponsor:

The Procter & Gamble Company

Agency:

Benton & Bowles Inc.

NBC Press Representative:

Arthur Oppenheim (New York).

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NBC-New York, 12/8/60

December 9, 1960

'ASTAIRE TIME' WILL BE REPEATED IN COLOR
ON NBC-TV, AGAIN SPONSORED BY CHRYSLER

"Astaire Time," starring Fred Astaire, will be repeated in color on the NBC-TV Network Monday, Feb. 20, 1961 (8:30-9:30 p.m. EST), again sponsored by the Chrysler Corporation, it was announced by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

The special program was presented for the first time on NBC-TV last Sept. 28, again winning for Astaire the generous acclaim of both public and critics. It is his third full-hour special to be presented in as many seasons on NBC-TV by Chrysler, each of which has been repeated under Chrysler sponsorship.

Also for the third year, the program features Barrie Chase as guest star. This year, Count Basie, his band and singer Joe Williams are also featured. David Rose and his orchestra and choreographer Hermes Pan also join Astaire for the third time.

The purchase for Chrysler was placed through Leo Burnett Company Inc.

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SPONSORSHIP OF NATIONAL FOOTBALL LEAGUE
CHAMPIONSHIP GAME ON NBC-TV IS SOLD OUT
- - -

Philip Morris and Hygrade Purchase National Coverage
And 7 Other Companies Sign as Regional Sponsors

Sponsorship of the National Football League Championship game on NBC-TV, scheduled for Monday, Dec. 26, is a sell-out, with Philip Morris Inc. and Hygrade Food Products Corp. sponsoring nationally, and seven additional advertisers on a regional basis.

The regional sponsors are National Brewing Company, Liebmann Breweries Inc., Falstaff Brewing Corp., Standard Oil of Indiana, Standard Oil of Ohio, Hills Brothers Coffee Inc., and Theodore F. Hamm Brewing Company.

The game, which will be covered by NBC Radio as well as NBC-TV, will originate in Philadelphia. It marks the sixth straight year for the game on NBC.

The Hygrade purchase was placed through W. B. Doner & Company in Detroit, and the Philip Morris order was through Leo Burnett Company Inc. in Chicago. Among the other advertisers, the National Brewing purchase was through W. B. Doner & Company, Baltimore; Liebmann Breweries through Foote, Cone & Belding, New York; Falstaff Brewing through Dancer-Fitzgerald-Sample Inc., New York; Standard Oil of Indiana through D'Arcy Advertising Company, Chicago; Standard Oil of Ohio through McCann-Marschalk Inc., Cleveland; Hills Brothers Coffee through N. W. Ayer & Son Inc., New York, and Theodore F. Hamm through Campbell-Mithun Inc., Minneapolis.

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NBC TELEVISION NETWORK NEWS

December 9, 1960

"SHOULD FEDERAL AID TO EDUCATION INCLUDE TEACHERS' SALARIES?"

That Will Be the Debate Topic on "The Nation's Future" When

Senator Joseph S. Clark Faces Secretary Arthur S. Flemming

Senator Joseph S. Clark (D.-Pa.) will face U. S. Secretary of Health, Education and Welfare Arthur S. Flemming in a debate on "The Nation's Future," a presentation of NBC News, Saturday, Dec. 17 on the NBC-TV Network (9:30-10 p.m. EST). The subject will be: "Should Federal Aid to Education Include Teachers' Salaries?"

Senator Clark was city controller and then mayor of Philadelphia before his election to the Senate in 1956. A member of the Senate Labor and Public Welfare Committee, which considers education bills, he was the author early this year of an amendment to the Federal school support bill providing Federal funds for teachers' salaries. After the amendment failed passage, he and Senator A. S. Mike Monroney (D.-Okla.) co-sponsored a modified version of it which was passed by the Senate.

(more)

'DESERET' LIBRETTO AND CREDITS IN THIS MAILING

Included in this mailing is a complete text of the libretto of the opera "Deseret" which will be presented in color on NBC-TV Sunday, Jan. 1 (3-5 p.m. EST). Cast and credits also are included in today's Daily News Report.

2 - The Nation's Future

Secretary Flemming served as chairman of the management-labor policy committee, War Manpower Commission; chairman of the advisory committee on personnel management, Atomic Energy Commission, and director of the Office of Defense Mobilization. Since 1953 he has been a member of the President's Advisory Committee on Government Organization. He is a former President of Ohio Wesleyan University.

"The Nation's Future" is presented Saturdays from 9:30 to 10:30 p.m. EST, except every third week (as on Dec. 17) when the network broadcast is scheduled from 9:30 to 10 p.m. EST, with the remaining half-hour available to NBC-TV affiliated stations for a continuation of the discussion keyed to particular community needs.

-----O-----

NBC-New York, 12/9/60

'T OR C' GOES TO FLORIDA FAIR

Bob Barker, emcee of the daytime "Truth or Consequences" show on NBC-TV (Monday through Friday, 12 noon EST) will go to Tampa for a 12-day stint at the Florida State Fair, beginning Feb. 7.

At the fair, Barker will emulate his chore on "Truth or Consequences," a Ralph Edwards production, but his performances there will be neither televised nor taped.

Ed Bailey, producer of "T or C" will accompany Barker to Florida. Shows will be taped in advance for broadcast on NBC-TV during the pair's absence.

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CORRECTION PLEASE

"Amateur Mother" will be the title of the premiere episode of "Westinghouse Playhouse starring Nanette Fabray and Wendell Corey" on the NBC-TV Network Friday, Jan. 6 (8:30 to 9 p.m. EST). The title was changed from "Yes, Yes Nanette," but the storyline remains as detailed in this mailing yesterday, Dec. 8.

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NBC-New York, 12/9/60

December 9, 1960

WORLD PREMIERE

CAST AND CREDITS FOR 'DESERET,'
TWO-HOUR NBC OPERA COLORCAST

Program Title: "Deseret," an opera by Leonard Kastle
-- World Premiere.

Series: NBC Opera Company

Date and Time: NBC-TV Network colorcast, Sunday,
Jan. 1,(3-5 p.m. EST.)

Producer: Samuel Chotzinoff

Director: Kirk Browning

Music and Artistic Director: Peter Herman Adler

Composer: Leonard Kastle

Librettist: Anne Howard Bailey

Settings by Jan Scott

Costumes by Noel Taylor

Lighting: Alan Posage

Assistant Director: Jim Marooney

Assistant Conductor: Fredric Popper

Technical Director: Jack Coffey

Unit Manager: Bruce Bassett

Assistant to producer: Maude Brogan

NBC Press Representative: Leonard Meyers

* * *
(more)

CAST (IN ORDER OF APPEARANCE)

Ann Louisa Brice.....Judith Raskin, soprano
Mr. Brice.....Mac Morgan, baritone
Mrs. Brice.....Marjorie McClung, soprano
Sarah Young.....Rosemary Kuhlmann, mezzo-soprano
Brigham Young.....Kenneth Smith, bass
Captain James Dee.....John Alexander, tenor
Conductor.....Peter Herman Adler

* * *

THE STORY

"Deseret" is a fictional story about Brigham Young. It is set in 1862 in Deseret (now Utah). The action takes place in Lion House, the home of Brigham Young. Ann Louisa Brice, a young girl, is brought there by her parents to become the 25th wife of Brigham Young. She is impressed with the Mormon leader and agrees. However she then meets Captain James Dee, a Union Army officer on a mission from President Lincoln. They fall in love and plan to elope. But the girl changes her mind when she sees how good Brigham Young is to her. The army officer breaks in on the wedding and Young is astounded to find that Ann Louisa loves another man. He renounces his claim on her and sends her away to be happy with Captain Dee.

* * *

NOTE TO EDITORS:

Full text of the "Deseret" libretto is enclosed with this mailing.

M THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

December 12, 1960

McCANN-ERICKSON ADVERTISING (U.S.A.) APPOINTED
AS AGENCY FOR NATIONAL BROADCASTING COMPANY

Robert E. Kintner, President of the National Broadcasting Company, has announced the appointment of McCann-Erickson Advertising (U. S. A.) as its advertising agency, effective March 15, 1961. Emerson Foote, President of the agency, will be in charge of the NBC account.

-----O-----

NBC TELEVISION NETWORK NEWS

December 12, 1960

"PROJECTION '61"

Chet Huntley, David Brinkley and 10 Other NBC News Correspondents
Will Join in New York Roundtable Discussion of World Events
That Will Be a Full-Hour NBC-TV Year-End Special

"Projection '61," a full-hour special in which Chet Huntley, David Brinkley and 10 other NBC News correspondents will discuss world events of the past year as they may affect developments in the coming months, will be presented on the NBC-TV Network Friday, Dec. 30 (9-10 p.m. EST).

The 12 newsmen, including nine brought to New York from NBC News bureaus overseas for this program, will gather around a table in an NBC studio for an informal exchange of views based on first-hand knowledge of world events, issues, trends and personalities.

Huntley will serve as moderator of the program, which will be the fourth in a continuing series of year-end "Projections" that started Dec. 27, 1957. The broadcast will be produced by Chet Hagan and directed by Robert Priaulx under the supervision of Julian Goodman, Director, NBC News and Public Affairs.

Foreign correspondents participating in the program are: Senior European correspondent Joseph C. Harsch, Paris Bureau chief Edwin Newman, Berlin correspondent John Rich, Mediterranean correspondent Irving R. Levine, chief Far East correspondent Cecil Brown, Moscow correspondent John Chancellor, India-Middle East correspondent Welles Hangen, Hong Kong correspondent James Robinson and Havana correspondent Wilson Hall.

(more)

2 - "Projection '61"

The domestic correspondents are Huntley, Brinkley and Sander Vanocur, who has covered President-elect John F. Kennedy since his early primary campaigns.

Huntley and Brinkley, winners of Emmy, Peabody and other awards, come to "Projection '61" to complete a year in which they won the major share of audience attention and critical praise for their coverage of the national political conventions and the November elections. Brinkley is now on a news-gathering tour of the Far East, including Hong Kong. He is preparing a special program on Hong Kong to be presented on the NBC-TV Network March 21.

The newsmen on "Projection '61" will consider the problems the Kennedy administration will face and what action may be expected. They will discuss developments in the Cold War, what is likely to happen in the Far East, the menace of "Fidelism" in Latin America, the rising tide of nationalism in Africa, the problem of a divided Berlin and the Algerian problem that France must resolve.

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NBC-New York, 12/12/60



December 12, 1960

"NEW YEAR'S IN NEW YORK"
WILL BE NBC-TV SPECIAL

New Yorkers will share their welcome to 1961 with NBC-TV viewers when the network covers the festivities in Manhattan in a special program, "New Year's in New York," Saturday, Dec. 31 (11:15 p.m. to 1 a.m. EST.)

Electronically, viewers will visit the famous celebration by the throngs in Times Square. Cameras located on the marquee of the Astor Hotel will be focused on the crowd to convey the excitement and merriment generated by the traditional "dropping of the ball" on the Times Tower.

Vincent Lopez and his orchestra located in the Grill Room of the Taft Hotel will star in another segment of the program. Two cameras will be set up in the room to cover the New Year's Eve floor show.

Additional cameras will be televising the floor show at the Hawaiian Room in New York's Lexington Hotel. The entertainment will include the traditional hula, the flaming torch dance and the night-club's special salute to the 50th State. TV viewers will also be "guests" at an authentic luau.

Craig Allen will produce and direct "New Year's in New York."

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December 12, 1960

CHAIRMAN JOHN A. McCONE, OF THE ATOMIC ENERGY COMMISSION,
WILL 'MEET THE PRESS' ON NBC-TV (IN COLOR) AND NBC RADIO

John A. McCone, chairman of the Atomic Energy Commission, who is one of the U. S. officials most directly concerned with the crucial question of the banning of nuclear tests, will be interviewed on "Meet the Press" Sunday, Dec. 18 (NBC-TV Network broadcast in color 6 p.m. EST; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

The question of nuclear tests is one of the immediate problems facing President-elect Kennedy and his new administration. The two-year-old negotiations for a treaty banning such tests are scheduled to resume in Geneva Feb. 7, just 18 days after the new President takes office.

McCone has served in a number of governmental positions under Democratic and Republican administrations. He was appointed to the Atomic Energy Commission by President Eisenhower in 1958 for a five-year term. An engineer, he has had a highly successful business background in shipping, shipbuilding, steel, banking and insurance.

The interviewers will be Arthur Krock, New York Times; Peter Hackes, NBC News; Marquis Childs, St. Louis Post-Dispatch, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

The program, a Public Affairs presentation of NBC News, will originate in Washington, with Ned Brooks as moderator. The NBC-TV color broadcast will be live.

NBC COLOR TELEVISION NEWS



December 12, 1960

JANE FONDA AND GEORGE GRIZZARD ANNOUNCED FOR STARRING ROLES
IN 'A STRING OF BEADS' ON 'STORY OF LOVE' COLOR SPECIAL

Jane Fonda and George Grizzard, two of Broadway and Hollywood's brightest young performers will star in the television adaptation of W. Somerset Maugham's "A String of Beads" on the Tuesday, Jan. 3 color presentation of "Story of Love" on the NBC-TV Network (10 to 11 p.m. EST). Glenda Farrell also stars in this special, as previously announced.

The full-hour color program will mark Miss Fonda's dramatic debut in television. She is appearing on Broadway currently in "Invitation to a March." Her Broadway debut was made last season in "There Was a Little Girl," for which New York critics voted her "the most promising young actress of the '59-'60 season." She also was voted a Laurel Award from the Motion Picture Exhibitors of America for her role opposite Anthony Perkins in the picture "Tall Story."

George Grizzard, familiar to TV viewers for his many dramatic roles, recently appeared in the film "From the Terrace." He made his Broadway debut in "The Desperate Hours," and then was in the cast of "The Happiest Millionaire." For his portrayal of the young Hollywood writer, Shep Stearns, in "The Disenchanted" he was awarded the 1956 Theatre World Award. Grizzard will be seen as the young law student, Joey Richmond, in "A String of Beads."

(more)

"A String of Beads" tells the story of a secretary, Gloria Winters (Miss Fonda) to whom a \$60,000 strand of pearls is given in error by an exclusive jewelry store. The heady sensation of owning -- even temporarily -- something precious, leads the hitherto sensible girl to refuse to return the necklace, despite the shocked disapproval of her mother (Miss Farrell), her fiancée (Grizzard) and her employers. Unexpected penalties in the wake of her decision bring Gloria up against several disquieting discoveries.

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NBC-New York, 12/12/60



December 12, 1960

A CHRISTMAS EVE PROGRAM

THREE OUTSTANDING INDUSTRIAL MUSICAL ORGANIZATIONS
WILL PARTICIPATE IN 'CHRISTMAS CAROLS' ON NBC-TV

Three of the nation's outstanding industrial musical organizations will participate in a program of "Christmas Carols" on Christmas Eve, Saturday, Dec. 24 (NBC-TV Network 11:15 p.m.-12 midnight EST). The United States Steel Swing Vo-Chestra of Gary, Ind., and the Gary Steelworks Goodfellow Carollers -- performing as a unit -- is the first group, and the Illinois Bell Telephone Company Choir of Chicago will be the second group.

The program will originate in NBC's Chicago studios via tape and also will feature the NBC Central Division Orchestra conducted by Joseph Gallicchio. David Barnhizer is director and George Heinemann is producer.

The combined Gary groups will sing "O Holy Night," "Goin' Home," "I'll Be Home for Christmas," "We Three Kings," "Master in This Hall," "Tannenbaum," "White Christmas" and "Jingle Bells."

The Bell chorus will offer "Adeste Fidelis," "Joy to the World," "O Little Town of Bethlehem," "Lo How a Rose," "Carol of the Bells," "The Christmas Song," "It's Beginning to Look Like Christmas," "Let It Snow" and "Winter Wonderland."

(more)

2 - 'Christmas Carols'

The Vo-Chestra is made up of an orchestra of 15, plus 22 singers. It was organized in 1957 and is directed by Edward E. Wells. The group has made scores of appearances in the Midwest. The Carollers, of the same industrial organization, dress in costumes of the period and style of Charles Dickens. It is a double octet.

The Bell chorus, like the Gary organizations, is made up of amateur singers who work for the company. Their ages range from 17 to 70 and they come from every division of the company's activities. It is a 75-voice choir, which makes many appearances in hospitals and for veterans and community organizations.

According to producer Heinemann, the program is being conceived as "a jolly accompaniment to Christmas Eve tree-trimming parties."

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NBC-New York, 12/12/60

NBC TRAD~~E~~-NEWS

December 13, 1960

STEPHEN F. WHITMAN & SON INC. TO SPONSOR ADAPTATION
OF 'A STRING OF BEADS' ON NBC-TV 'STORY OF LOVE'
FULL-HOUR COLOR PRESENTATION TUESDAY, FEB. 7

Stephen F. Whitman & Son Inc., makers of Whitman's Chocolates, will sponsor the television adaptation of W. Somerset Maugham's "A String of Beads" on the NBC Television Network's color presentation of "Story of Love," it was announced today by Edwin S. Friendly Jr., Director, Special Program Sales.

"A String of Beads" will be broadcast in color Tuesday, Feb. 7, 10-11 p.m. EST, instead of Tuesday, Jan. 3, as previously announced. The special program will be preceded earlier in the evening by another great story of romance, Jean Anouilh's comedy, "Time Remembered," scheduled for color presentation Feb. 7 on "Hallmark Hall of Fame" (7:30-9 p.m. EST).

The full-hour "Story of Love" program will mark Jane Fonda's dramatic debut in television and also stars Chester Morris, Glenda Farrell and George Grizzard.

"A String of Beads" tells the story of a secretary, Gloria Winters (Miss Fonda), to whom a \$60,000 strand of pearls is given in

(more)

2 - 'A String of Beads'

error by an exclusive jewelry store. The heady sensation of owning -- even temporarily -- something precious, leads the hitherto sensible girl to refuse to return the necklace, despite the shocked disapproval of her mother (Miss Farrell), her fiance (Grizzard) and her employers. Unexpected penalties in the wake of her decision bring Gloria up against several disquieting discoveries.

Advertising agency for Whitman is N. W. Ayer & Son Inc.

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NBC-New York 12/13/60

NBC TELEVISION NETWORK NEWS

December 13, 1960

'TRIBUTE TO A PATRIOT'

James Stewart to Be Narrator for NBC-TV Full-Hour Special
Saluting Life and Career of President Eisenhower;
World Leaders Participating in Jan. 10 Program

James Stewart will be the narrator for "Tribute to a Patriot," a full-hour special NBC News program examining the life and career of President Eisenhower, to be presented on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

Indian Prime Minister Jawaharlal Nehru and British Prime Minister Harold Macmillan will be among the world statesmen honoring the President. Their tributes will be filmed in New Delhi and London respectively.

Other prominent persons who will participate in the broadcast include James Hagerty, White House Press Secretary; General Walter Bedell Smith, General Eisenhower's Chief of Staff during World War II, and Colonel Robert L. Schulz, the President's military aide for the past 15 years.

Stewart received the Academy of Motion Picture Arts and Sciences Award as "Best Actor" in 1940 for his portrayal in "The Philadelphia Story," and on four other occasions was nominated for this honor. Last year, he was voted "Best Actor" of the year by the Venice Film Festival for his performance in "Anatomy of a Murder."

(more)

He had a distinguished service record in World War II. One of the first top screen stars to enter the service, he became a private in the Army Air Force on March 22, 1941, before Pearl Harbor. Nine months later, because of his previous flying experience and educational background, he was made a lieutenant. He served as an instructor of Flying Fortress pilots and was promoted to captain in 1943. Following spectacular raids on Bremen in December, 1943, and on Berlin in 1944, he was advanced to major, and later he was promoted to lieutenant colonel.

For his leadership of a squadron of bombers in a raid on aircraft factories at Brunswick, Germany, he was awarded the Distinguished Flying Cross, having previously received the Air Medal and Oak Leaf Cluster. He was promoted to colonel and commanded a bomber wing before his discharge from service in the Fall of 1945. In 1959 he was promoted to brigadier general in the Air Force Reserve.

Stewart was graduated from Princeton University with a bachelor of science degree in architecture. He had been active in Princeton Triangle Club shows and after graduation promptly joined the Falmouth (Mass.) Players, a Summer stock company. He made his debut as a professional in "Goodbye Again," and remained in this play when it went on to Broadway. He has been an actor ever since, except for a brief interlude as stage manager of Jane Cowl's "Camille." His theatrical credits include more than 60 films and nine Broadway productions. In addition to starring in several TV presentations, he has been a producer, director and narrator in this field.

In chronicling President Eisenhower's life, "Tribute to a Patriot" will make use of film, still photographs and audio and video tapes. Chet Hagan, who will produce the program, said it will adapt

(more)

for television many of the techniques of "Biographies in Sound," an award-winning NBC Radio series that has presented the life stories of leading personalities by drawing on their own statements and those of people who knew them.

An original score will be composed by Ralph Burns, who wrote the score for the NBC-TV Network's "Journey to Understanding" series covering the travels of President Eisenhower and other world leaders.

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NBC-New York, 12/13/60



December 13, 1960

'AM AHL AND THE NIGHT VISITORS' WILL AGAIN BE FEATURED ON NBC-TV

Full-Hour NBC Opera Company Presentation Christmas Day

"Amahl and the Night Visitors," Gian Carlo Menotti's Christmas opera, will be repeated again on the NBC-TV Network on Christmas Day, Sunday, Dec. 25 (4-5 p.m. EST). This will be the 11th presentation of the now classic work on NBC.

Cast includes Rosemary Kuhlmann as the mother; Kirk Jordan as Amahl, Leon Lishner, Andrew McKinley and David Aiken as the Three Kings, and Francis Monachino as the kings' Page. All of them, except Kirk Jordan, have been in all of the NBC Opera Company productions. This will be the fourth time Kirk Jordan has been seen in the role. The program is a repeat showing via tape. Herbert Grossman is the conductor and John Schwartz is director.

"Amahl" tells the story of a crippled boy and his mother, who are visited by the Three Kings on their way to Bethlehem. When the boy, who lives in dire poverty with his mother, offers his crutch as a gift to the Child the kings are seeking, he is miraculously cured of his lameness.

This opera was commissioned by the National Broadcasting Co. and was given its world premiere showing on NBC-TV on Christmas Day, 1951. This will mark the 10th Christmas presentation. One season it

(more)

2 - "Amahl and the Night Visitors"

was also given at Easter. Hundreds of little theatre and church performances are given of "Amahl" every year throughout the country. Many performances have been given in Europe and in Asia. The opera, for which Menotti wrote the libretto as well as the music, has been acclaimed critically wherever it has been given. It also has won numerous prizes.

This was the first commissioned opera for television. Menotti subsequently wrote "Maria Golovin" on commission from NBC and still another commission for the Italian-American composer was announced this Fall. Menotti is expected to write the new opera in the next year. He has a full-length opera to be presented at the Paris Opera next Fall, and his NBC commission is on the composer's list after that.

Other operas scheduled for this 12th season of the NBC Opera Company are "Deseret" by Leonard Kastle, which will be given a world premiere showing on Jan. 1, "Fidelio" by Beethoven, which will be seen in a repeat of last season's highly acclaimed performance on Feb. 5, and Moussorgsky's "Boris Gudonov" on March 26. Samuel Chotzinoff is producer of the NBC Opera Company and Peter Herman Adler is music and artistic director.

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NBC-New York, 12/13/60



December 12, 1960

CREDITS FOR 'THE COMING OF CHRIST,' A 'PROJECT 20' COLOR SPECIAL
ON NBC-TV WEDNESDAY, DEC. 21 (8:30-9 P.M., EST)

Description:

A "Project 20" color special built from hundreds of paintings, in which the world's great painters have depicted the coming of Christ and His ministry. All are animated through the now-famous "Project 20" technique of still-pictures-in-action. The narration is almost wholly in the words of the King James version of the Bible.

Produced & Directed By

Donald B. Hyatt

Written By

Richard Hanser

Music:

Robert Russell Bennett

Associate Producer:

Robert L. Garthwaite

Research Director:

Daniel Jones

Assistant:

Rhoda Grady

Narrated By

Alexander Scourby

Film Editor:

Silvio D'Alisera

Assistant Film Editor:

James Pallan

- - -

(more)

2 - Credits for 'The Coming of Christ'

Sponsor: United States Steel
Agency: Batten, Barton, Durstine & Osborn Inc.
NBC Press Representative: Arthur Oppenheim (New York)

* * *

The paintings used in this program are shown through the cooperation of these museums, institutions and collections:

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Ashmolean Museum, Oxford	Bibliothèque Nationale, Paris
Brancacci Chapel, Santa Maria del Carmine, Florence	Brunswick Museum, Germany
Detroit Institute of Arts	Edinburgh National Gallery
Frederiksborg Castle, Hillerød, Denmark	Galleria Borghese, Rome
" Gemälde Gallerie der ehemals Staatliche Museen, Berlin	Glasgow Art Gallery
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Kloster Ettal, Germany	Kunsthistorisches Museum, Vienna
The Louvre, Paris	The Metropolitan Museum of Art
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Musée des Beaux Arts, Paris	Musée Ingres, Montauban
Musée Royal des Beaux-Arts, Antwerp	Musees Royaux des Beaux-Arts, Brussels
Trustees of National Gallery, London	The National Gallery of Art, Washington, D. C.
	The Kress Collection The Mellon Collection
The National Trust (Upton House)	The New York Historical Society
Philadelphia Museum of Art The W. P. Wiltach Collection	Pitti Palace, Florence
The Prado, Madrid	Riccardi Palace, Florence

(more)

3 - Credits for 'The Coming of Christ'

Rijksmuseum, Amsterdam

John and Mable Ringling Museum,
Sarasota

Church of St. Agostino, Rome

Church of St. Andrew, Antwerp

Church of S. Martino, Naples

Church of St. Peter, Louvain

Schloss Kapelle, Celle

"
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Vienna

Staedel'sches Kunstinstitut,
Frankfort

The Uffizi Gallery, Florence

The Wadsworth Atheneum, Hartford

The Walters Gallery, Baltimore

PUBLISHERS: Harry N. Abrams, Inc.
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* * *

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Gentileschi

Robert Campin

Otto van Veen

Il Garofalo

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NBC-New York, 12/12/60

NBC TELEVISION NETWORK NEWS ^{2-X-H}

December 14, 1960

'ONE HAPPY FAMILY'

Three Generations Under One Roof Generate Laughs and Fun
For New Half-Hour Friday Night Series on NBC-TV

Three generations of a family living under one roof -- newlyweds, parents, and grandparents -- provide a zany background for "One Happy Family," new situation comedy series which will premiere on the NBC-TV Network Friday, Jan. 13 (8-8:30 p.m. EST).

The series stars two newcomers and four veteran character actors, including Dick Sargent, Jody Warner, Chick Chandler, Elisabeth Fraser, Jack Kirkwood and Cheerio Meredith.

Jody portrays vivacious Penny Cooper who has just married Dick Cooper (Dick Sargent), a brilliant but struggling meteorologist. They move in "temporarily" with her parents, Barney Hogan (Chick Chandler), Penny's unsophisticated father who owns a plumbing supply company, and his exuberant wife, Mildred (Elisabeth Fraser), a former dime store song plugger. Sharing the plush home in the Los Angeles area, are Mildred's parents, Charley Hackett (Jack Kirkwood), operator of a cigar counter in the Hall of Records, and his whimsical, sports-minded wife, Lovey (Cheerio Meredith), who still insists on paying \$10-a-month rent, a sum fixed 20 years earlier.

"One Happy Family," a Goodson-Todson production, is created and produced by Al Lewis and Sid Dorfman and is filmed in an unusual manner at Desilu Studios in Hollywood.

(more)

Each episode is shown before two different audiences. First it is played before a preliminary audience to check reaction. The episode then is polished and filmed again before a final audience. Each episode takes four days of preparation, but is shot chronologically in one-and-a-half hours, with three cameras.

Co-producer Sid Dorfman, who also doubles as script supervisor and co-writer, comes to his latest assignment after seven years as head writer of "The Burns and Allen Show," a stint as associate producer of "Life of Riley" and work on numerous other major programs, including "The Danny Thomas Show," "Studio One" and "The Ed Wynn Show."

Al Lewis, co-producer, director, and co-writer, did directing and writing for "Our Miss Brooks" (both on TV in the movies), scripted the "Ma and Pa Kettle" films, and wrote for the Milton Berle and Fred Allen radio shows. Other writers will also be assigned to the series.

The title song is by Harry Ruby, with music for the series by Jeff Alexander.

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NBC-New York, 12/14/60

NBC COLOR TELEVISION NEWS



December 14, 1960

JACK PAAR WILL TAKE A TWO-WEEK VACATION RIGHT AFTER CHRISTMAS;
HUGH DOWNS, SHELLEY BERMAN, JOEY BISHOP SUB AS SERIES' HOSTS

NBC-TV's late-night star Jack Paar will take a two week vacation immediately following Christmas -- from Dec. 26 to Jan. 6. He will return Monday, Jan. 9 to his Monday-through-Friday "Jack Paar Show " (11:15 p.m.-1 a.m. EST).

Filling in for Paar on the Monday-through-Thursday, Dec. 26-29, color programs, will be Hugh Downs, regular announcer on the program and host of his own NBC-TV "Concentration" series.

Shelley Berman, making his first appearance as host on the program, will sub for Paar on the Monday, Jan. 2, color presentation. Joey Bishop will be host for the Tuesday, Jan. 3, through Thursday, Jan. 5, color broadcasts.

On Fridays, Dec. 30 and Jan. 6, "The Best of Paar," repeats of previous programs, will be broadcast in black and white only.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For January (All Times EST)

Sunday, Jan. 1

- 3-5 p.m. -- The NBC Opera Company presents the world premiere of Leonard Kastle's opera "Deseret."
- 6-6:30 p.m. -- "Meet the Press"
- 7-8 p.m. -- "The Shirley Temple Show" presents "Kim." (repeat)
- 9-10 p.m. -- "The Chevy Show" presents "Headliners of 1961," with George Gobel, Percy Faith and His Orchestra, special guest Peggy Lee and extra added attraction Frankie Avalon.

Monday, Jan. 2

- 10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is host.
- 11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is host.
- 11:45 a.m.-1:45 p.m. -- "Tournament of Roses Parade" from Pasadena, Calif.
- 1:45 p.m. -- The 27th Annual Sugar Bowl Football Game - Mississippi vs. Rice. Lindsey Nelson and Red Grange are commentators.
- 11:15 p.m.-1 a.m. -- "The Jack Paar Show."

Tuesday through Friday, Jan. 3-6

- 6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry. (repeat)
- 6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics.
- 10:30-11 a.m. -- "Play Your Hunch"
- 11-11:30 a.m. -- "The Price Is Right"

(more)

2 - NBC-TV Network Color Broadcast Schedule for January

Tuesday through Friday, Jan. 3-6 (Continued)

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

2-2:30 p.m. -- "The Jan Murray Show"

Tuesday, Wednesday and Thursday, Jan. 3, 4 and 5

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Jan. 4

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 5

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Jan. 6

9-10 p.m. -- "The Bell Telephone Hour" presents "And There Shall Be Music," starring Jose Iturbi, Renata Tebaldi and Shirley Jones.

Saturday, Jan. 7

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

3:15 p.m. -- The Senior Bowl Football Game. Lindsey Nelson and Red Grange are commentators.

7:30-8:30 p.m. -- "Bonanza"

Sunday, Jan. 8

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "Pippi Long Stocking"

9-10 p.m. -- "The Dinah Shore Chevy Show" - Dinah presents tonight a program of entertainment filmed in Copenhagen, Denmark. Ingemar Johansson is special guest.

(more)

3 - NBC-TV Network Color Broadcast Schedule for January

Monday through Friday, Jan. 9-13

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Jan. 9-12

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Jan. 11

8:30-9 p.m. -- "The Price Is Right"

Thursday, Jan. 12

9:30-10 p.m. -- "The Ford Show"

Saturday, Jan. 14

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Jan. 15

3:45 p.m. -- The Pro Bowl Football Game. Lindsey Nelson and Frank

Albert are commentators.

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "King Midas"

9-10 p.m. -- "The Chevy Show" presents "The Second Annual Aquarodeo,"

starring Roy Rogers and Dale Evans.

Monday through Thursday, Jan. 16-19

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

(more)

4 - NBC-TV Network Color Broadcast Schedule for January

Monday through Thursday, Jan. 16-19 (Continued)

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Jan. 17

10-11 p.m. -- "The Art Carney Show"

Wednesday, Jan. 18

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 19

9:30-10 p.m. -- "The Ford Show"

Friday, Jan. 20

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

NOTE: "The Price Is Right," "It Could Be You" and "The Jan Murray Show" are pre-empted today due to NBC's coverage of the Presidential Inauguration ceremonies in Washington, D. C.

9-10 p.m. -- "The Bell Telephone Hour"

Saturday, Jan. 21

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Jan. 22

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "Brenda Starr"

9-10 p.m. -- "The Dinah Shore Chevy Show"

(more)

5 - NBC-TV Network Color Broadcast Schedule for January

Monday through Friday, Jan. 23-27

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Jan. 23-26

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Jan. 24

10-11 p.m. -- "Story of Love" presents "Honor in Love," by John P. Marquand. Janet Blair is hostess.

Wednesday, Jan. 25

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Jan. 26

9:30-10 p.m. -- "The Ford Show"

Friday, Jan. 27

9-10 p.m. -- "Sing Along With Mitch." NOTE: This program, premiering tonight, will be broadcast in this time period alternate Fridays.

Saturday, Jan. 28

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Jan. 29

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" - "Rebel Gun"

(more)

6 - NBC-TV Network Color Broadcast Schedule for January

Sunday, Jan. 29 (Continued)

9-10 p.m. -- "The Chevy Show" presents "Swinging at the Summit," starring Kay Starr, Tony Bennett, Harpo Marx, George Shearing and extra added attraction Louis Armstrong.

Monday and Tuesday, Jan. 30 and 31

6-6:30 a.m. -- "Continental Classroom" (repeat)

6:30-7 a.m. -- "Continental Classroom"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Jan. 31

9-10 p.m. -- "The Bobby Darin Show" - a variety special starring singer Bobby Darin with guests Bob Hope and Joannie Sommers.

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NBC-New York, 12/13/60

NBC RADIO NETWORK NEWS

December 14, 1960

'THEOLOGY TODAY'

15-Week 'Faith in Action' NBC Radio Series Will Present Churchmen Of Different Faiths in Discussions for Laymen; Programs Will Be Produced in Cooperation with National Council of Churches

Major questions or areas of concern and discussion in contemporary religious thought will be explored for the layman in a 15-week series of "Faith in Action" broadcasts on the NBC Radio Network starting Sunday, Jan. 1 (8:15-8:30 a.m. EST).

The series, "Theology Today," will be produced by NBC Public Affairs in cooperation with the National Council of Churches. A spokesman for the National Council said the series "should prove to be a mine of information to all who profess a religious faith."

"Theology Today" will take the form of conversations between Dr. Ralph Hjelm, associate professor of religion at Upsala College, East Orange, N. J., and guests, each a specialist in the subject under discussion. In addition to outstanding Protestant clerics, the roster of guests will include Catholic and Jewish churchmen.

First subject (Jan. 1) will be "Religion and the Analysis of Language," with Professor John Hick, of Princeton Theological Seminary, as guest.

"Problems in Biblical Analysis," with Dr. J. Carter Swain, executive director, Department of the English Bible, National Council of Churches, as guest, will be taken up Jan. 8, followed by "Existentialism and Modern Thought," with Professor Paul Holmer, of Yale Divinity School, Jan. 15.

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Subsequent topics and guests will include:

"Some Conceptions of the Nature and Purpose of Theology," with Professor John Bennett, of Union Theological Seminary; "Protestant-Roman Catholic: A Contemporary Dialogue," with the Rev. Walter Abbott, S. J., associate editor of America; "Christian-Jewish: A Contemporary Dialogue," with Professor Will Herberg, of Drew University, Madison, N. J.; "The Ecumenical Movement Today," with Dr. Franklin Clark Fry, President of the United Lutheran Church.

Also, "The Understanding of Man," with Professor Stanley R. Hooper, of Drew University; "The Nature of Christian Ethics," with Professor Roger Shinn, of Union Theological Seminary; "Some Concerns of Christian Ethics," with guest to be announced; "The Meaning of Revelation," with Professor Robert MacAfee Brown, of Union Theological Seminary; "The Case for Revelation," with Professor John Dillenberger, of Drew University; "The Church -- East and West," with the Rev. Georges Florovsky, Harvard Divinity School.

More than one broadcast will be devoted to some of these topics. Broadcast dates will be announced soon.

The National Council of Churches of Christ in the U. S. A. represents 35 million members of the Protestant and Eastern Orthodox communions.

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NBC-New York, 12/14/60

FROM THE NATIONAL BROADCASTING COMPANY

irty Rockefeller Plaza, New York 20, N. Y.

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ROBERT W. SARNOFF OFFERS SPECIAL HOUSE COMMITTEE
A DOUBLE-BARRELED METHOD TO BRING DOWN
HIGH COST OF RUNNING FOR OFFICE

WASHINGTON, Dec. 15 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today offered the Special House Committee Investigating Campaign Expenditures a double-barreled method to bring down the high cost of running for office:

- Shorten future campaigns by at least six weeks.
- Free the nation's broadcasters from restrictions in presenting the candidates.

Mr. Sarnoff testified that these proposals emerged from the experience of the 1960 campaign, which the committee began exploring in a two-day hearing. He disclosed that appearances by the major candidates for President and Vice President in NBC-produced television programs about the campaign -- at no expense to the parties -- would otherwise have cost them \$1,686,000 in time and production charges. That, he said, comes to 66 per cent more than the parties actually spent for paid political broadcasts on the NBC Television Network.

He emphasized that the programs in which NBC presented the candidates were not intended as a donation of "free time" and should not be regarded as such.

"They represented," he said, "the exercise of broadcasting's journalistic right -- the freedom to cover the men and issues of the campaign in accordance with our editorial judgment, and within formats of our own choosing, designed to inform the public as effectively and fairly as possible."

The NBC Chairman reported that the 1960 campaign was the first in which the parties were able to hold the line on network broadcast expenditures while the candidates enjoyed more broadcast exposure than ever before.

"The fact is," he added, "they did not need to spend more on network television. For the first time in a campaign, they were expressing concern about the risk of over-exposure...The fact that the exercise of our journalistic initiative in freedom has enabled the parties to hold down campaign expenditures in broadcasting is an incidental benefit, but one that we are delighted to see."

The unprecedented broadcast coverage of the Presidential campaign, including "The Great Debate," was made possible by the temporary suspension of the "equal-time" restrictions of Section 315 of the Communications Act. These requirements would have kept broadcasters from presenting the Democratic and Republican nominees without incurring the penalty of giving as much exposure to each of a dozen or more fringe-party candidates.

Mr. Sarnoff urged that these restrictions be lifted permanently as soon as possible. "It is clear today," he said, "that broadcasters have passed the test, not only for the sheer size of their effort in presenting the candidates but for the fairness and responsibility of their presentations."

In his proposal for a shorter campaign, Mr. Sarnoff emphasized that such a step depended upon giving broadcasters the expanded freedom they enjoyed in 1960. He said: "A shortening of the campaign would be altogether feasible in view of the far greater exposure of the candidates through the use of jet transportation and the coverage

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by a broadcasting medium operating in freedom. Given these conditions, it seems to me that the campaign could be shortened by at least six weeks without sacrificing any measure of the dissemination of information, argument, and counter-argument that makes for an informed, responsible electorate.

"A shortened campaign would cut costs not only in the area of paid political broadcasts but for electioneering of all kinds. It offers numerous other advantages. It would cut down the extraordinary physical strain and drain on the candidates themselves. It would enable Congress to extend a session in which there is usually a heavy backlog of unfinished business. It would reduce the period in which the conduct of the nation's foreign policy is handicapped by the exigencies of domestic politics. And it would invite a closer concentration of public attention on the essential issues, free of the repetition and over-exposure risked by the candidates in a long-drawn-out campaign.

"This proposal is altogether in keeping with an historic trend governing our national campaigns. The timetable for the conventions was not laid down by the founding fathers -- indeed, there is no Constitutional provision for any conventions at all -- but clearly reflects the limits imposed by the transportation and communications of the 19th century.

"The first conventions took place in September and December, 1831 -- approximately a year before the 1832 election. As travel and communications improved, conventions came to be held closer to the election. Until the 1860s, they usually took place in May, and as the century neared its close, they were moved up to July. In 1960, we are still clinging to the timetable of conventions which nominated McKinley and Bryan.

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"The way to shorten the Presidential campaign is simply to hold the national conventions later. That lies wholly within the discretion of our political leaders. I earnestly hope that the far-sighted leaders of both of our major political parties will want to agree to hold their conventions in late August, early September or perhaps even later in 1964. To make possible a shorter campaign for Governors, Senators, and Representatives, I believe it is up to the various State Legislatures to set their primaries at a later date."

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NBC-12/15/60

BEFORE THE
SPECIAL COMMITTEE TO INVESTIGATE
CAMPAIGN EXPENDITURES, 1960
UNITED STATES HOUSE OF REPRESENTATIVES

STATEMENT OF ROBERT W. SARNOFF
CHAIRMAN OF THE BOARD
NATIONAL BROADCASTING COMPANY, INC.

DECEMBER 15, 1960

STATEMENT OF
ROBERT W. SARNOFF

I appreciate this opportunity to contribute what I can to your study of the political campaign just behind us, from the standpoint of its cost, its duration and the role played in it by broadcasting.

These aspects of the campaign have interested me keenly as a citizen and a broadcaster. It happens that I have touched upon them in varying degrees in two recent speeches and in one of my periodic letters to the country's television-radio editors. I am taking the liberty of submitting the speeches and the letter for your consideration as they bear upon the subject of this hearing, along with a table showing how the political parties spent their money on NBC this year. In my statement today, I should like to review the relevant results of NBC's experience in the 1960 campaign, and to present new material that I believe holds genuine significance for the campaigns of the future.

Every Presidential campaign is historic, but the one we have recently come through has made history in a new way. It is the first Presidential campaign in which the nation's broadcasters have been given an expanded measure of freedom to function as enterprising and responsible guardians of a major medium of journalism. This freedom was on loan, so to speak, thanks to the temporary suspension of the "equal time" requirement of Section 315 of the Communications Act, as it affected broadcast appearances by Presidential and Vice Presidential candidates in 1960. As a result, the American electorate witnessed the unprecedented face-to-face exchange of views by the two

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major candidates in four historic broadcasts. If "The Great Debate" were the only result of the expanded freedom granted to broadcasters in 1960, these programs alone would have justified broadcasting's role in the campaign.

But there were other far-reaching results as well. Even excluding the debates, it was possible to devote far more time to presenting the candidates on the air than ever before, and in a greater variety of formats. This was partly due to the same legislation that made the debates feasible and partly the result of last year's amendment of Section 315, enabling us to present candidates in regular news and interview programs without incurring the penalty of offering equal time to a dozen or so fringe-party candidates. At NBC, for example, we presented the Democratic and Republican nominees in the special hour-long weekly series, "The Campaign and the Candidates," as well as "Meet the Press," "The Dave Garroway Today Show" and other news and public affairs programs.

On the basis of our experience, two other important precedents were set in this campaign. First, the network-originated news and public affairs programs presenting the major Presidential and Vice Presidential candidates occupied more time than the paid political broadcasts in which they appeared. Second -- and this is extremely important in the light of this committee's special assignment -- the 1960 campaign marked the first one in which the political parties were able to hold the line on network broadcast expenditures while the candidates enjoyed more broadcast exposure than ever before.

Let me illustrate those two phenomena with some statistics. Apart from regular news segments, NBC Television devoted twice as much air time to its own programs presenting the major candidates as was devoted to the paid political broadcasts in which they appeared

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on our network. Still excluding those regular news shows, I have had an estimate prepared of what it would have cost the candidates, in time charges and program expense, for their appearances within these network-produced television programs about the campaign. The figure comes to \$1,686,000 -- which is 66% more than the amount spent by the major parties for paid political broadcasts on the NBC Television Network in 1960.

In round figures, the amount spent in 1960 for paid political broadcasts on all NBC facilities -- the Television and Radio Networks and our owned stations -- was \$1,380,000. That is about \$50,000 less than the parties spent on NBC in 1956, despite the increase in television costs over the past four years due to the rise in circulation and production costs. The fact is that they did not need to spend more on network television. For the first time in a campaign, they were expressing concern about the risk of overexposure.

It is important at this point to make one thing crystal clear. The programs in which we presented the candidates at no cost to them or their parties were not intended as a donation of "free time" and should not be regarded as such. They represented the exercise of broadcasting's journalistic right -- the freedom to cover the men and issues of the campaign in accordance with our editorial judgment, and within suitable formats of our own choosing, designed to inform the public as effectively and fairly as possible.

Therefore, the ultimate test of how we performed as broadcasters in this campaign is not whether we helped to reduce the high cost of running for office but whether we helped the voters to make choices on the basis of knowledge and understanding of the candidates and the issues. By that criterion, I submit that broadcasters earned almost universal recognition for the fairness, thoroughness and responsibility with which we covered the campaign.

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At NBC, the long tradition of journalistic fairness and independence that governs our news operations was buttressed by explicit management directives emphasizing the importance of impartial treatment. Let me offer an example by quoting from a memorandum that was circulated to NBC executives on August 26, two days after the President signed the Joint Resolution temporarily suspending Section 315 as it applied to the candidates for President and Vice President. It said in part:

"NBC will continue its practice of complete impartiality and scrupulous fairness as between the candidates of the two major parties. Any broadcast appearance offered to the candidate of one major party will be offset by an offer of a comparable appearance of the candidate of the other major party."

How well we succeeded in treating both sides fairly while moving information effectively to the viewer and listener has been recorded widely and generously in the nation's press. Another index of our success was in the mail that came from the audience itself. Not only was most of the mail appreciative and enthusiastic but the relative handful accusing us of favoritism or bias came significantly in fairly even numbers from intense partisans on both sides.

The fact that the exercise of our journalistic initiative in freedom has enabled the parties to hold down campaign expenditures in broadcasting is an incidental benefit, but one that we are delighted to see. Heavy outlays for paid political broadcasts have been a major campaign expense. In 1956, they ranged between one-fifth and one-tenth

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of the party campaign budgets, depending upon the party. We at NBC have been alert to these rising costs over the years and have tried to help the candidates hold the line against them.

In 1952, NBC for the first time made shorter, and thus less costly, time periods available for political purchase in our "Today" program. That is when we introduced the five-minute political broadcast. Then, more than a year before the start of the 1956 campaign, we advanced four specific proposals designed to curb television campaign costs and lend flexibility to campaigning in our medium.

First, working closely with the national committees, we arranged well in advance to withhold certain prime evening time periods from commercial sale so they would be available for purchase by the political parties. This advance planning relieved the parties of the normal but heavy burden of assuming the costs of any commercially sponsored show they would seek to displace on shorter notice.

Second, we shortened by five minutes as many of our regularly scheduled network programs as was necessary and practical to make appropriate time periods available for paid political broadcasts. Not only did this make for less expensive time periods, but it also spared candidates the adverse effects of depriving the audience of popular entertainment programs. And by moving into our schedule for short periods, the candidates had the additional advantage of inheriting large audience that popular network shows had attracted.

Third, we made available one-minute periods in our three main participating network programs -- "Today," "Home" and "Tonight."

Finally, on the local stations owned by NBC, we made five and one-minute spots available for local political broadcasts.

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From the standpoint of holding the line against growing campaign expenditures in the future, the 1960 campaign offers two major lessons, in my judgment, and both command attention for other reasons that are even more important.

One is to put a permanent end to the shackles that Section 315 imposes on broadcasters. This should be done soon while the success with which broadcasters exercised their temporary freedom is fresh in mind. It would be the most appropriate mark of recognition that the new Congress could bestow on a distinguished public service. I believe the restrictions of Section 315 should be lifted not only as they apply to candidates for President and Vice President but as they affect other electoral contests. However, I recognize that some members of Congress still hold reservations about the desirability of lifting these restrictions from contests other than the Presidential campaign itself, and these questions have not been thoroughly explored in past hearings, which have tended to center on the situation affecting the Presidential and Vice Presidential campaigns. For that reason, I hope the Congressional hearings will be held as soon as possible to examine the case for freedom of political coverage across the board.

The elimination of the equal-time restrictions in Section 315 would also make it possible for us to perpetuate "The Great Debate" as part of our electoral process. There is every reason to believe that freeing the air waves to politics in this way will continue to hold down the need for paid political broadcasts.

There is one type of legislation that should not be undertaken, and I believe I should take cognizance of it now only because it was proposed during the last session of Congress. That was the proposal to compel television networks and stations to give free time to the Presidential candidates for their own use.

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The proposal was abandoned because it was clearly shown to represent an attempt to achieve by compulsion what broadcasters were eager to do voluntarily if given the chance. Instead, to give broadcasters the chance, Congress suspended the equal-time restrictions of Section 315 on a trial basis. It is clear today that broadcasters have passed the test, not only for the sheer size of their effort in presenting the candidates but for the fairness and responsibility of their presentations. I believe the record of broadcasting performance during the past campaign establishes beyond doubt that broadcasters are entitled to keep this freedom; and it supplies the practical evidence that a law compelling the donation of time would not only be unwise but is wholly unnecessary.

For those who would try to curb the high cost of running for office, the second major lesson of the 1960 campaign is to make our campaigns shorter in the future. This does not itself require legislation, but would most certainly be facilitated by the permanent elimination of the equal time restriction now embodied in Section 315. A shortening of the campaign would be altogether feasible in view of the far greater exposure of the candidates through the use of jet transportation and the coverage by a broadcasting medium operating in freedom. Given these conditions, it seems to me that the campaign could be shortened by at least six weeks without sacrificing any measure of the dissemination of information, argument and counter-argument that makes for an informed, responsible electorate.

A shortened campaign would cut costs not only in the area of paid political broadcasts but for electioneering of all kinds. It offers numerous other advantages. It would cut down the extraordinary physical strain and drain on the candidates themselves. It would

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enable Congress to extend a session in which there is usually a heavy backlog of unfinished business. It would reduce the period in which the conduct of the nation's foreign policy is handicapped by the exigencies of domestic politics. And it would invite a closer concentration of public attention on the essential issues, free of the repetition and over-exposure risked by the candidates in a long-drawn-out campaign.

This proposal is altogether in keeping with an historic trend governing our national campaigns. The timetable for the conventions was not laid down by the founding fathers -- indeed, there is no Constitutional provision for any conventions at all -- but clearly reflects the limits imposed by the transportation and communications of the 19th century. The first conventions took place in September and December, 1831 -- approximately a year before the 1832 election. As travel and communications improved, conventions came to be held closer to the election. Until the 1860s, they usually took place in May, and as the century neared its close, they were moved up to July. In 1960, we are still clinging to the timetable of conventions which nominated McKinley and Bryan.

I suggest we have lagged too long in moving the conventions up again. Since the last change, the whole mechanism of informing and enlisting public opinion has been drastically altered. Yet, despite the progressive rise of the mass-circulation press, radio, television, and the jet plane, our political timetable is as much a relic as the buggy whip.

As I have indicated, the shortening of our campaigns can be accomplished without Federal legislation of any kind, and indeed any such legislation would probably not be appropriate.

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The way to shorten the Presidential campaign is simply to hold the national conventions later. That lies wholly within the discretion of our political leaders. I earnestly hope that the far-sighted leaders of both of our major political parties will want to agree to hold their conventions in late August, early September or perhaps even later in 1964. To make possible a shorter campaign for Governors, Senators, and Representatives, I believe it is up to the various State Legislatures to set their primaries at a later date.

Let me emphasize that a shorter campaign would make sense only if broadcasters are given the freedom of which we have proved worthy. Giving us this freedom is something that should be done regardless of whether the campaign is shortened in the future. And it is something that Congressional legislation can accomplish. It is my earnest hope that this Committee will recommend legislation to put an end, once and for all, to the obstacles and inhibitions of Section 315.

In closing, may I take the liberty of expressing my admiration for the diligence and speed with which this Committee is carrying out its assignment. I want to thank you for letting me come here and I will try to answer any questions you may have.

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December 15, 1960

AMERICAN TOBACCO PURCHASE OF SPONSORSHIP IN NBC-TV COVERAGE
OF SUGAR BOWL GAME MAKES THE SIXTH OF EIGHT POST-SEASON
GAMES ON NETWORK'S SCHEDULE TO BE COMPLETELY SOLD

The American Tobacco Company purchase of sponsorship in NBC-TV's coverage of the Sugar Bowl on Monday, Jan. 2, 1961, makes the sixth of the eight post-season games on NBC-TV to be completely sold, it was announced today by Richard N. McHugh, Manager of Special Program Sales, NBC Television Network.

Other post-season games now sold out on NBC-TV are the Rose Bowl, National Football League Championship Game, Blue-Gray All-Star Game, East-West Shrine Game and the Pro Bowl Game.

Games in NBC-TV's post-season schedule also include the Liberty Bowl and the Senior Bowl. Five of the games are scheduled to be televised in color and five will also be broadcast by the NBC Radio Network.

The eight-game schedule, with sponsors and agencies, is as follows:

Saturday, Dec. 17 (color, 12:45 p.m. EST) -- Second annual Liberty Bowl Game at Philadelphia Stadium: B. F. Goodrich Company through Batten, Barton, Durstine & Osborn Inc.; American Tobacco Company through Sullivan, Stauffer, Colwell & Bayles Inc.; Colgate-Palmolive Company through Ted Bates & Company; Schick Safety Razor Company, division of Eversharp, Inc., through Compton Advertising Inc., and Whitehall Laboratories division of American Home Products Inc.

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2 - Post-Season Football

Monday, Dec. 26 (color, 11:45 a.m. EST) -- National Football League Championship Game at Franklin Field, Philadelphia: Hygrade Food Products Corp. through W. B. Doner & Company; Philip Morris Inc. through Leo Burnett Company Inc.; National Brewing Company through W. B. Doner & Company; Liebmman Breweries Inc. through Foote, Cone & Belding; Falstaff Brewing Corp. through Dancer-Fitzgerald-Sample Inc.; Standard Oil of Indiana through D'Arcy Advertising Company; Standard Oil of Ohio through McCann-Marschalk Inc.; Hills Brothers Coffee Inc. through N. W. Ayer & Son Inc., and Theodore F. Hamm Brewing Company through Campbell-Mithun Inc.

Saturday, Dec. 31 (1:45 p.m. EST) -- 23rd annual Blue-Gray All-Star Game at Cramton Bowl, Montgomery, Ala.: General Motors Corp. through McCann-Erickson Inc. and Gillette Safety Razor Company through Maxon, Inc.

Saturday, Dec. 31 (4:45 p.m. EST) -- 36th annual East-West Shrine Game at Kezar Stadium, San Francisco: Savings and Loan Foundation through McCann-Erickson Inc.; R. J. Reynolds Tobacco Company through William Esty Company Inc.; Schick Safety Razor Company, division of Eversharp Inc., through Compton Advertising Inc., and Colgate-Palmolive Company through Ted Bates & Company.

Monday, Jan. 2 (color, 1:45 p.m. EST) -- 27th annual Sugar Bowl Game at New Orleans: B. F. Goodrich Company through Batten, Barton, Durstine & Osborn Inc.; American Tobacco Company through Sullivan, Stauffer, Colwell & Bayles Inc.; Wynn Oil Company through Erwin Wasey Ruthrauff & Ryan Inc.; Colgate-Palmolive Company through Ted Bates & Company; Schick Safety Razor Company, division of Eversharp Inc., through Compton Advertising Inc. and Whitehall Laboratories, division of American Home Products Inc., through Ted Bates & Company.

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3 - Post-Season Football

Monday, Jan. 2 (4:45 p.m. EST) -- 47th annual Rose Bowl Game at Pasadena, Calif.: General Motors Corp. through McCann-Erickson Inc., and Gillette Safety Razor Company through Maxon, Inc.

Saturday, Jan. 7 (color, 3:15 p.m. EST) -- 12th annual Senior Bowl Game at Ladd Memorial Stadium, Mobile, Ala.: B. F. Goodrich Company through Batten, Barton, Durstine & Osborn Inc.; American Tobacco Company through Sullivan, Stauffer, Colwell & Bayles Inc.; Ebonite Company through John C. Dowd Inc.; Colgate-Palmolive Company through Ted Bates & Company; Schick Safety Razor Company, division of Eversharp Inc., through Compton Advertising Inc., and Whitehall Laboratories, division of American Home Products Inc. through Ted Bates & Company.

Sunday, Jan. 15 (color, 3:45 p.m. EST) -- 11th Annual Pro Bowl Game at Los Angeles Coliseum: Carter Products Inc. through Sullivan, Stauffer, Colwell & Bayles Inc., and Liggett & Myers Tobacco Company through Dancer-Fitzgerald-Sample Inc.

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NBC-New York, 12/15/60

NBC TELESales PRODUCES CLOSED-CIRCUIT TELEVISION PRESENTATION
IN 35 CITIES, ANNOUNCING AMERICAN MOTORS SALES PROGRAM

NBC TeleSales produced a closed-circuit television presentation to Rambler automobile dealers and sales managers in 35 cities across the country Thursday (Dec. 15) afternoon, announcing American Motors Corporation's new sales program. The presentation was prepared in conjunction with Geyer, Morey, Madden & Ballard Inc., agency for American Motors.

Participating was George Romney, President of American Motors, who outlined what the company describes as its "history making customer progress-sharing program -- Partners in Progress."

With Mr. Romney in the closed-circuit TV presentation were Roy Abernathy, Executive Vice President for Marketing and Distribution at American Motors; Fred Adams, Sales Manager, and Virgil Boyd, Director of Sales Operations. Mr. Romney praised the closed-circuit presentation for making possible instantaneous announcement of the plan across the country.

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NBC-New York, 12/15/60

NBC TELEVISION NETWORK NEWS

December 15, 1960

PREMIERE

YOU'LL MEET "ONE HAPPY FAMILY" FRIDAY, JAN. 13

Dick Sargent and Jody Warner star as newlyweds Dick and Penny Cooper whose well-meaning in-laws decide to fix up their modest, still unoccupied apartment while the couple honeymoon in "For Better or Worse," premiere episode of "One Happy Family," a new situation-comedy series which starts on the NBC-TV Network Friday, Jan. 13 (8-8:30 p.m. EST).

Chick Chandler and Elisabeth Fraser star as Penny's parents, Barney and Mildred Hogan, while Jack Kirkwood and Cheerio Meredith star as her grandparents, Charley and Lovey Hackett, who complicate matters for all three generations.

George Tobias guest-stars in the initial episode as Mr. Kendall, the exasperated landlord.

* * *

CREDITS FOR 'ONE HAPPY FAMILY'

Premiere Date:	Friday, Jan. 13, 1961
Time:	NBC-TV Network, 8-8:30 p.m. EST.
Premiere Episode:	"For Better or Worse"
Regular Stars:	Dick Sargent as Dick Cooper, Jody Warner as Penny Cooper, Chick Chandler as Barney Hogan, Elisabeth Fraser as Mildred Hogan, Jack Kirkwood as Charley Hackett, Cheerio Meredith as Lovey Hackett.
	(more)

2 - Credits for 'One Happy Family'

Guest Stars: Occasional (George Tobias, premiere episode).

Format: Situation comedy, based on the domestic difficulties of newly-weds, parents and grandparents living under one roof.

Created and Produced by Al Lewis and Sid Dorfman

Writers: Various (Al Lewis and Sid Dorfman, premiere episode).

Director: Al Lewis

Music by Jeff Alexander

Theme Song: "One Happy Family" by Harry Ruby

Director of Photography: Henry Cronjager (Robert de Grasse, A. S. C., premiere episode).

Assistant Director: Joe McEveety (Marvin Stuart, premiere episode).

Art Director: Richard Haman (Pato Guzman, premiere episode).

Production Executive: Robert F. O'Neill

Editor: Hal White

Set Decorator: George R. Nelson (John Burton, premiere episode).

Sound: Frank Webster (David Forrest, premiere episode).

Packager: A Goodson-Todman Production, in association with the NBC Television Network.

Filmed at Desilu Productions Inc., Hollywood

NBC Press Representatives: Rolf Gompertz (Hollywood); Al Cammann (New York).

NBC TELEVISION NETWORK NEWS

December 15, 1960

'THE WORLD OF BOB HOPE' WILL BE FIRST PROGRAM
IN NBC SPECIAL PROJECTS SERIES EXPLORING
THE 'WORLDS' OF PEOPLE OF ACHIEVEMENT

Bob Hope will be the subject of the first program in the new NBC Special Projects series, "The World of ----," it was announced today by David Levy, Vice President, Programs and Talent, for the NBC Television Network.

Donald B. Hyatt, Director of NBC Special Projects, who will be executive producer of the TV series, said today that "The World of Bob Hope" will be produced for presentation this Spring.

Production will start Christmas week, when the Special Projects unit will film the NBC star at a U. S. Armed Forces installation in the Caribbean entertaining troops. It will be Hope's 20th Christmas away from home on such a mission.

Eugene Jones will produce "The World of Bob Hope," and Robert Sharpe will be the director. Joseph Liss will be the writer.

Utilizing highly sensitive, extremely mobile, hand-held sound-cameras, the film crew will spend at least a month in Hollywood with Bob Hope at home, in the studios, and on aircraft when he travels. Prominent personalities associated with Hope's career will take part in the program.

The Bob Hope "World" will be historical in part, with backward glances -- through film clips and stills -- at his early days: his childhood in England; his arrival at Ellis Island; his boyhood in

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Cleveland; his days in vaudeville, on Broadway and on radio in the Thirties; his career in Hollywood, and on tour to many parts of the world entertaining troops during World War II and after.

"We see Bob Hope as a truly great person whose qualities we would like to explore," Hyatt said today. "I believe he has really made an important contribution to our culture. His topical humor, like Will Rogers', often cuts to the truth of a matter with a greater understanding than a more academic approach. He has brought laughter to millions, and every service man who has ever seen him overseas will never forget a Bob Hope performance -- he could hardly escape one."

In "The World of Bob Hope," Hyatt said the intent is to explore Hope's outlook on the world, show how he affects the world, and show how the world affects him.

About "The World of ----," generally, Hyatt said the unit's aim is to do a series of "Worlds" that will make, in effect, a composite portrait of America. Following Hope, there will be explorations of "Worlds" of other entertainers, of representatives of government, the arts and the sciences, sports, and many other fields.

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NBC-New York, 12/15/60

NBC TELEVISION NETWORK NEWS

December 15, 1960

NBC-TV ENCORES SET FOR TWO OUTSTANDING 'PROJECT 20' PROGRAMS
- - -
'The Twisted Cross' and 'Life in the 30s' Scheduled in January

Two of the outstanding documentary productions of NBC's "Project 20" will be repeated by popular demand on the NBC-TV Network. "The Twisted Cross" a study of the rise and fall of Adolf Hitler, is scheduled Tuesday, Jan. 3 (10-11 p.m. EST). "Life in the 30s," dealing with American and world affairs during the crucial pre-war decade, will be presented Tuesday, Jan. 24 (10-11 p.m. EST).

"The Twisted Cross" was first seen on March 14, 1956 and was hailed with enthusiasm by the press and public. It has been shown four times to ever-increasing interest. The other dates were June 12, 1956; June 16, 1957 and Jan. 31, 1960. According to producer Donald Hyatt, the program is particularly timely again with the coming trial of Adolf Eichmann in the news.

"Life in the 30s" also has been seen several times, the dates being Oct. 16, 1959; May 13, 1960 and Aug. 29, 1960. The recent political campaign focused attention on the New Deal, and President-elect Kennedy's inauguration in January again will raise memories of the administration of Franklin D. Roosevelt.

"Project 20" has two new programs scheduled for December on the NBC-TV Network. "The Coming of Christ" will be seen in color on Wednesday, Dec. 21 (8:30-9 p.m. EST) and a new hour-and-a-half version of "Victory at Sea" will be presented Thursday, Dec. 29 (9:30-11 p.m. EST).

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NBC COLOR TELEVISION NEWS



December 15, 1960

DAME EDITH EVANS (IN U.S. TV DEBUT), CHRISTOPHER PLUMMER, JANET MUNRO
TO CO-STAR IN "TIME REMEMBERED," PRE-VALENTINE'S DAY
COLOR SPECIAL ON "HALLMARK HALL OF FAME" FEB. 7

Dame Edith Evans, distinguished actress of the English stage and screen, will make her American television debut as co-star with Christopher Plummer and Janet Munro in "Time Remembered," the romantic comedy by Jean Anouilh which will be the pre-Valentine's Day color presentation on the NBC-TV Network's "Hallmark Hall of Fame" Tuesday, Feb. 7 (7:30-9 p.m. EST).

Producer-director George Schaefer announced the signing of the top-ranking performer who has been called by a noted London critic "one of the two or three best actresses in the world," and this testimony has been respected by critics and audiences on both sides of the Atlantic.

Patricia Moyes' translation of the gentle love story is being adapted for presentation on "Hallmark Hall of Fame" by Theodore Apstein. The sentimental and imaginative story, which was a starring vehicle for Helen Hayes during the 1957-58 Broadway season, concerns a rich young man (Plummer) in love with the memory of a girl who died soon after they met.

His aunt, an eccentric and wily old woman, the Dutchess of Pont-au-Bronc (Dame Edith), hires a pretty young milliner (Miss Munro)
(more)

to impersonate the dead young girl in hope of getting him out of his lethargy. Of course, she falls in love with him and finally proves more attractive than the memory of his dream girl.

Dame Edith Evans made her stage bow in London in 1912 as Cressida in "Troilus and Cressida," and attracted so much attention with her performance that she has not been idle since.

She has been seen three times on Broadway, in "The Lady with a Lamp" as Florence Nightingale, in "Romeo and Juliet" as the nurse and in "Daphne Laureola" as Lady Pitts. Her many London stage triumphs include "The Rivals," "The Old Ladies," "The Importance of Being Earnest" (she also starred in the motion picture version), "Waters of the Moon," "The Dark Is Light Enough," and "The Chalk Garden."

Christopher Plummer will be making his fifth appearance on "Hallmark Hall of Fame," having been previously seen in "Little Moon of Alban," "Johnny Belinda," "A Doll's House" and "Captain Brassbound's Conversion."

Janet Munro made her American TV debut two seasons ago in "Berkeley Square" on "Hallmark Hall of Fame." She is currently starred in Walt Disney's "Swiss Family Robinson," and has been seen in Disney's "Darby O'Gill and the Little People" and "Third Man On the Mountain." She was named Britain's best television actress, receiving an English-equivalent of the Emmy Award, in 1958.

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NBC-New York, 12/15/60

NBC-TV NETWORK PROGRAM

JOIN EISENHOWER SALUTE

General Mark W. Clark and Diplomat Robert Murphy
Among Notables in 'Tribute to a Patriot'

General Mark W. Clark and diplomat Robert Murphy will be among those who will appear on "Tribute to a Patriot," a full-hour program telling the life story of President Eisenhower, on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

Among others previously announced to participate in the tribute are British Prime Minister Harold Macmillan, Indian Prime Minister Jawaharlal Nehru, General Walter Bedell Smith, and White House Press Secretary James Hagerty, and acting star James Stewart will narrate.

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NBC-New York, 12/15/60

NBC COLOR TELEVISION NEWS



December 15, 1960

CORRECTION FOR NBC-TV COLOR BROADCAST SCHEDULE FOR JANUARY

Tuesday, Jan. 24

10-11 p.m. -- Kill: "Story of Love" -- "Honor in Love."

This time period will be taken by a repeat program of
the "Project 20" series, broadcast in black and white only.

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NBC TRADE NEWS^{2-X-H}

December 16, 1960

'CRY VENGEANCE!'

Ben Gazzara, Sal Mineo and Peter Falk Head the All-Star Cast
Of NBC-TV Network Special Drama Written by Robert J. Crean,
With Robert Alan Aurthur Producing, Sidney Lumet Directing

An all-star cast -- headed by Ben Gazzara, Sal Mineo and Peter Falk -- has been selected by producer Robert Alan Aurthur for "Cry Vengeance!" a special NBC-TV Network original dramatization Tuesday, Feb. 21 (10-11 p.m. EST) set against the last days in the life of a tormented Sicilian bandit.

Now in rehearsal in New York, "Cry Vengeance!" reunites three outstanding TV craftsmen who put together NBC-TV's critically acclaimed production of "John Brown's Raid" last October: producer Aurthur, director Sidney Lumet and writer Robert J. Crean. Claude Traverse is associate producer and Jim Gaines is associate director.

"Cry Vengeance!" will be sponsored by the Purex Corporation through the Edward H. Weiss and Company agency.

Gazzara has been assigned the role of Davidde, a self-styled Robin Hood of the Sicilian mountains who justifies murder and robbery in the name of "vendetta." Mineo will portray Andrea, a turncoat in Davidde's band, tortured by having caused the death of the outlaw leader. Falk has the role of a Roman Catholic priest who sees inherent good in both.

Supporting and featured roles have been given to Bennye Gatteys, as a young girl; Cal Bellini, as her brother, Fra Angelo; Jack Bittner, as the General; Sorrell Booke, as the Doctor; Florence Stanley, as the Mother, and Louis Guss, as the Guard.

(more)

Aurthur, a distinguished writer-producer, last season was helmsman of NBC-TV's acclaimed "Sunday Showcase" series of specials. He has written for motion pictures and the Broadway stage. Lumet's most recent direction credits include, "The Sacco-Vanzetti Story" on NBC-TV, and "Rashomon" and "The Iceman Cometh" on the syndicated "Play of the Week" series of TV specials. He directed the Broadway production of "Caligula," and the recent film, "That Kind of Woman." Crean has written plays for "The Catholic Hour" and "Kraft Theatre" on NBC-TV.

Gazzara, noted star of Broadway and television, is a native of New York City who toured in "Jezebel's Husband," before making his Broadway stage debut in "End As a Man," for which he received a Theatre World Award. He subsequently starred in the Broadway productions of "Cat on a Hot Tin Roof," "A Hatful of Rain" and "Night Circus." He starred as Lt. Mannion in the motion picture, "Anatomy of a Murder." On television, he has starred on "Kraft Theatre," "Armstrong Circle Theatre," "Justice" and "Playhouse 90."

At 22, Sal Mineo is a veteran of stage, screen and television. In addition to his role in "Rebel Without a Cause," which brought him an Academy Award nomination, his film credits include "Six Bridges to Cross," "Giant," "Crime in the Streets," "Private War of Major Benson," "Somebody Up There Likes Me," "Tonka," "The Young Don't Cry," "A Private's Affair," "The Gene Krupa Story" and, most recently, "Exodus." He has been frequently seen on TV as a singer, drummer and dramatic actor. In 1955, he won an Emmy Award for his title role portrayal of "Dino," which was later made into a film. On Broadway, he appeared in "The King and I."

Falk has been seen on the New York stage in "Saint Joan," "The Iceman Cometh" and "Purple Dust"; on the screen in "Wind Across the Everglades" and "Murder, Inc.," and on TV in such high-rated dramatic programs as "Studio One," "Omnibus" and "Armstrong Circle Theatre."

December 16, 1960

"GREAT DECISIONS '61" WILL BE DISCUSSED BY NBC NEWS CORRESPONDENTS
AT FORUMS IN BOSTON, PHILADELPHIA, DETROIT, NEW YORK AND CHICAGO

"Great Decisions '61," a forum in which foreign correspondents of NBC News will discuss the major issues facing the world in the year to come, will be presented early in January in five cities -- Boston, Philadelphia, Detroit, New York and Chicago.

The participants in each of the discussions will include seven NBC Newsmen: Senior European correspondent Joseph C. Harsch, Paris Bureau Chief Edwin Newman, Berlin correspondent John Rich, Mediterranean correspondent Irving R. Levine, chief Far East correspondent Cecil Brown, Moscow correspondent John Chancellor, and India-Middle East correspondent Welles Hangen.

The city-by-city forum will follow an NBC-TV Network program, "Projection '61," (Friday, Dec. 30, 9-10 p.m. EST), in which the seven correspondents will discuss world events of the past year as they may affect developments in the coming months. The program will be moderated by Chet Huntley and will also feature David Brinkley. Other participants are Hong Kong correspondent James Robinson, Havana correspondent Wilson Hall and Sander Vanocur, who has covered President-elect John F. Kennedy since his early primary campaigns.

The Boston forum will be sponsored by the Boston World Affairs Council and will be held in the John Hancock Auditorium Wednesday evening, Jan. 4. It will be moderated by Edward Weeks, editor of the Atlantic Monthly.

(more)

In Philadelphia, the forum will be presented Thursday evening, Jan. 5, at the Academy of Music, under the sponsorship of the Philadelphia World Affairs Council. It will be moderated by NBC News correspondent Frank McGee and will include, in addition to the NBC Newsmen, Havana correspondent Wilson Hall.

The Detroit presentation, sponsored by the Economic Club of Detroit, will be held at a luncheon meeting of the club Monday, Jan. 9, at the Veterans Memorial. At this forum, the seven newsmen will be joined by Wilson Hall, Havana correspondent for NBC News.

The New York forum on Tuesday, Jan. 10, will be sponsored by the Foreign Policy Association at a luncheon meeting of the Foreign Policy Association. It will be moderated by Chet Huntley.

The event in Chicago on Friday, Jan. 13, will be held at a luncheon meeting of the Executives Club of Chicago at the Sherman Hotel. This presentation will also include Wilson Hall.

The subjects to be discussed by the correspondents include:

John Chancellor -- "Soviet Challenge and World Leadership"

John Rich -- "Deadlock Over Germany"

Edwin Newman -- "France and Western Unity"

Cecil Brown -- "Japan: the Future of an Asian Ally"

Welles Hangen -- "The UN in Explosive Africa"

Joseph C. Harsch -- "Arms and Survival"

Irving R. Levine -- "Blueprints for the World Economy"

Wilson Hall -- "The Americas in Jeopardy"

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NBC-New York, 12/16/60

SWIFT ACTION OF NBC NEWS PROVIDED NBC-TV AND NBC RADIO NETWORKS
WITH COMPREHENSIVE REPORTS ON AIR CRASHES IN NEW YORK AREA

NBC News sent a reporting team of more than 30 with a live television mobile unit, two radio mobile units, and six film camera crews to the scenes of the air crashes in Brooklyn and on Staten Island (both in the New York metropolitan area) today (Dec. 16).

Their coverage was used in scores of bulletins and special reports on the NBC Television and Radio Networks throughout the day and on a special half-hour program covering the disaster in full on the NBC-TV Network at 8 p.m. EST.

First news of the crash came with an NBC-TV bulletin at 10:54 a.m. EST announcing the crash of a commercial airliner in Brooklyn. By 12:41 p.m. the mobile unit was on the air with an audio report from the scene of the crash at Sterling Place.

Eleven minutes of live pictures, showing the plane wreckage and burning buildings, were televised by the mobile unit and presented on WNBC, starting at 1:25 p.m. EST. A special eight minute program of live coverage, with report from the scene by Merrill Mueller, was broadcast at 2 p.m. EST. Chet Huntley summarized the news of the disaster in a five-minute special at 1 p.m. EST.

In addition, all regular news programs of the NBC Television and Radio Networks, including the "NBC News Day Report," and the "Texaco Huntley-Brinkley Report" on television as well as the "News on the Hour" reports and the "News of the World" on radio, covered the plane crashes.

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NBC-New York, 12/16/60



December 16, 1960

BOB HOPE AND TOP SHOWBUSINESS STARS TO VISIT U.S. SERVICEMEN
IN CARIBBEAN AREA OVER THE CHRISTMAS HOLIDAYS

Filmed Sequences Made on Trip Will Be On Jan. 11 'Buick Show'

Bob Hope will entertain United States servicemen in the Caribbean over the Christmas holidays, marking his 19th Christmas away from home to entertain military personnel and his ninth Yuletide tour of American overseas bases.

Hope will leave from Los Angeles' Lockheed Airport, Monday, Dec. 19, (at 8 a.m. PST) and return to the same field Thursday, Dec. 29.

Joining Hope for the 10-day trip covering 12 military bases will be top Hollywood and entertainment world personalities including Zsa Zsa Gabor, Andy Williams, Janis Paige, Jerry Colonna, Anita Bryant, Peter Leeds, and Les Brown and his Band of Renown.

On Christmas Day the Hope troupe will be entertaining Navy and Marine personnel stationed at Guantanamo Bay, Cuba. The most distant base from continental U. S. to be visited will be Forte Kobe on the Pacific side of Panama Canal Zone, and the nearest will be at Eleuthra, a tracking station along the guided missile testing route.

In addition to spreading Christmas cheer to GI's away from home, Hope will film portions of his next "Bob Hope Buick Show,"

(more)

scheduled to be broadcast on the NBC-TV Network, Wednesday, Jan. 11 (9-10 p.m. EST). The show, in black and white will pre-empt "Perry Como's Kraft Music Hall" color program that night.

The Yule tour, co-sponsored by the Department of Defense and the USO Show Program and co-ordinated by the Armed Forces Professional Entertainment Branch, marks the first time Hope has entertained extensively in the Caribbean. Last year he toured Alaskan bases and in 1958 he entertained troops in North Africa and Europe. Before that, the comedian did holiday shows for American airlift troops in Berlin, and in other years went to Greenland, Iceland and Labrador, as well as the Pacific bases.

Comedian Jerry Colonna has accompanied Hope on most of his "GI junkets" since the first such show at March Field Army Air Force Base, California, in 1941.

Les Brown has been associated with Hope since the Comedian's early NBC Radio days and, except for the past two seasons, has musically backed Hope's television programs.

Military bases in the Caribbean that Hope and company will visit are Fort Kobe (Army), Fort Clayton (Army), Fort Gulick (Army), and Albrock Air Force Base in Panama; Ramey Air Force base in Antigua, West Indies; Fort Buchanan (Army) and the 10th Naval District in San Juan, Puerto Rico; Guantanamo Bay (Navy and Marines), Cuba; and a group of tracking stations including Grand Turks, San Salvador and Eleuthra in the upper Caribbean Sea.

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NBC-New York, 12/16/60

JAN. 13 TO MARK RETURN OF 'HAPPY,' FAMILY SITUATION COMEDY

- - -

Friday Series Stars Yvonne Lime and Ronnie Burns

As Parents of Precocious 'Talking Baby'

"Happy," NBC-TV's popular situation comedy program starring Yvonne Lime and Ronnie Burns, returns to the network with a series of new weekly episodes beginning Friday, Jan. 13 (7:30-8 p.m. EST).

"Happy" features a precocious "talking baby" and revolves around the infant's young parents, who run a motel in Palm Springs, and their uncle, who "runs them."

Miss Lime and Burns portray Sally and Christopher Day, parents of "Happy," who is played alternately by two-year-old twins David and Steven Born. Cast regulars include veteran actor Lloyd Corrigan as Uncle Charlie Dooley, Burt Metcalfe as Joe Brigham and Wanda Shannon as Terry Brigham.

In the premiere episode, "Where Am I Going?" Chris, concerned about his future, wants to invest in a date farm. Sally, concerned about the present, is afraid to spend their savings. Happy, concerned about his college education, is unable to influence his parents either way. Additional cast members are Ray Engel as Sage and Alvy Moore as the realtor.

Produced by Roncom Video Films Inc., "Happy" will be sponsored by Brown & Williamson Tobacco Corp. through Keyes, Madden & Jones agency and, starting in the Spring, by E. I. du Pont de Nemours & Co. through N. W. Ayer & Son Inc. Alvin Cooperman is executive producer of the series. Manny Rosenberg is producer and Paul Harrison is director.

"Happy" was seen originally on NBC-TV last Summer as half of the replacement for the vacationing "Perry Como Kraft Music Hall."



December 19, 1960

NFL GRID TITLE BATTLE

Packers-Eagles Game For NFL Championship Dec. 26

To Be Broadcast in Color by NBC-TV Network;

NBC Radio Network Also to Cover Game

The Green Bay Packers, newly crowned Western Conference champions, will battle the Philadelphia Eagles, the Eastern Conference titleholders, with the National Football League Championship at stake, Monday, Dec. 26, in a game to be covered by the NBC-TV Network in color, and by the NBC Radio Network.

Kickoff at Philadelphia's Franklin Field is set for 12 noon EST, and NBC's television and radio coverage will start at 11:45 a.m. A pre-game show will be presented on NBC-TV at 11:30 a.m.

Green Bay captured the Western crown for the first time since 1944 by defeating Los Angeles, 35-21, Dec. 17. The Packers finished the season with eight victories and four losses. Philadelphia clinched the Eastern title, its first since 1949, on Dec. 4 and downed Washington yesterday, 38-28, for a final record of 10 wins and two setbacks.

The championship game pits Green Bay's rampaging running attack against Philadelphia's strong air offense.

(more)

2 - NFL Grid Title Battle

Key man for Coach Buck Shaw's Eagles was quarterback Norm Van Brocklin. Making his 12th NFL campaign his best while leading the Eagles to nine straight wins, the fabulous Dutchman was third in the league's passing statistics and was voted by other NFL players winner of the sixth annual Jim Thorpe Memorial Trophy as the outstanding player in pro football. Also outstanding for the Eagles was halfback Tommy McDonald, recipient of many of Van Brocklin's touchdown tosses.

Coach Vinnie Lombardi's Packers, the NFL surprise team this year, boast a great one-two running punch in fullback Jim Taylor and halfback Paul Hornung. Both rank high among the league's rushers. Hornung set a new NFL scoring record this season with 176 points. And though the team was known for its ground attack, quarterback Bart Starr displayed his passing skill in the Dec. 17 finale when he completed eight of nine throws including touchdown of 57 and 91 yards.

Numerical rosters of both teams follow (* indicates probable starter on offense):

<u>No.</u>	<u>GREEN BAY</u>	<u>Pos.</u>	<u>No.</u>	<u>PHILADELPHIA</u>	<u>Pos.</u>
5	Paul Hornung	LH*	9	Sonny Jurgensen	QB
15	Bart Starr	QB*	11	Norm Van Brocklin	QB*
17	Lamar McHan	QB	17	Jerry Reichow	E
23	Paul Winslow	HB	21	Jim Carr	HB
24	Willie Wood	HB	22	Tom Brown	HB
25	Tom Moore	HB	25	Tommy McDonald	RH*
27	John Symank	HB	26	Clarence Peaks	FB
31	Jim Taylor	FB*	27	Gene Johnson	HB
33	Lew Carpenter	HB	28	Bobby Jackson	HB
37	Larry Hickman	FB	29	John Nocera	LB
40	Dale Hackbart	QB	30	Theron Sapp	FB
45	Emlen Tunnell	HB	33	Billy Barnes	LH*
46	Hank Gremminger	HB	35	Ted Dean	FB*
47	Jesse Whittenton	HB	40	Tom Brookshier	HB
48	Dick Pesonen	HB	41	Bob Freeman	HB
51	Jim Ringo	C*	44	Pete Retzlaff	LE*
53	Ken Iman	C	45	Don Burroughs	HB

(more)

3 - NFL Grid Title Battle

<u>No.</u>	<u>GREEN BAY</u>	<u>Pos.</u>	<u>No.</u>	<u>PHILADELPHIA</u>	<u>Pos.</u>
58	Dan Currie	LB	51	Chuck Weber	LB
63	Fred Thurston	LG*	53	Bob Pellegrini	G
64	Jerry Kramer	RG*	54	Bill Lapham	C
65	Tom Bettis	LB	55	Maxie Baughan	LB
66	Ray Nitschke	LB	60	Chuck Bednarik	C*
67	Andy Cvercko	G	61	Howard Keys	T
71	Bill Forester	LB	62	John Wittenborn	LG*
72	John Miller	T	65	Gerry Huth	G
73	Ken Beck	E	66	Joe Robb	E
74	Henry Jordan	T	67	Stan Campbell	RG*
75	Forrest Gregg	RT*	71	John Wilcox	T
76	Bob Skoronski	LT*	72	Jess Richardson	T
78	Norm Masters	T	73	Ed Khayat	T
79	Dave Hanner	T	74	John Gunnels	T
80	Steve Meilinger	E	75	Jim McCusker	LT*
83	Bill Quinlan	E	76	J. D. Smith	RT*
84	Gary Knafelc	RE*	78	Marion Campbell	E
85	Max McGee	LE*	79	Gene Gossage	E
86	Boyd Dowler	RH*	83	Bobby Walston	RE*
87	Willie Davis	E	87	Dick Lucas	E
88	Ron Kramer	E			

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NBC-New York, 12/19/60

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

December 19, 1960

DR. HENRY HEALD, FORD FOUNDATION PRESIDENT,
IS CHRISTMAS DAY GUEST OF 'MEET THE PRESS'

The head of an institution that could be called "the world's most generous Santa Claus" will be a guest on "Meet the Press" Sunday, Dec. 25 (NBC-TV Network colorcast, 6 p.m. EST; NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

Dr. Henry Heald, President of the Ford Foundation, will be questioned by education editors Fred Hechinger of the New York Times and Terry Ferrer of the New York Herald Tribune. Other panelists will be Frank McGee of NBC News and Lawrence E. Spivak, producer and permanent panelist on the program.

The Ford Foundation is the largest privately endowed philanthropic organization in the world. Since it was established the Ford Foundation has given away more than \$1,250,000,000.

Ned Brooks will be moderator of the program which will be taped in New York for Christmas Day presentation.

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JACK TRACY
ROOM 320

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FOR IMMEDIATE RELEASE:

Bule Bulletin

The NBC Press Department extends heartiest best wishes for a very merry Christmas (Sunday, Dec. 25, 1960) and an especially happy New Year (Sunday, Jan. 1, through Sunday, Dec. 31, 1961).

NOTE: Greetings apply 24 hours a day in all time zones.

NBC COLOR TELEVISION NEWS



December 20, 1960

GULF OIL CORPORATION TO SPONSOR NBC NEWS SPECIAL "PROJECTION '61"
AS FIRST EVENT IN ITS PURCHASE OF NEWS COVERAGE ON NBC-TV

- - -

Full-Hour Program Dec. 30 to Be Broadcast in Color

The Gulf Oil Corporation will sponsor the full-hour NBC News special "Projection '61," as the first event in its precedent-setting purchase of news coverage on the NBC Television Network.

The program, in which 12 NBC News correspondents will discuss world events of the past year as they may affect developments in the coming months, will be presented on NBC-TV Friday, Dec. 30 (9-10 p.m. EST). "Projection '61" will be broadcast in color, it was also announced.

The Gulf Oil Corporation and NBC recently announced Gulf's purchase of an undetermined number of NBC News specials based on the news as it breaks throughout the year.

"Projection '61" will be moderated by NBC News correspondent Frank McGee and will be an informal exchange of views by the 12 newsmen based on first-hand knowledge of world events, issues, trends and personalities.

Nine of the correspondents will be brought to New York from NBC News bureaus overseas for the program, the fourth in a continuing series of year-end "Projections." The broadcast will be produced by Chet Hagan and directed by Robert Priaulx under supervision of Julian Goodman, Director, NBC News and Public Affairs.

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Foreign correspondents participating in the program are:

Senior European correspondent Joseph C. Harsch, Paris Bureau chief Edwin Newman, Berlin correspondent John Rich, Mediterranean correspondent Irving R. Levine, chief Far East correspondent Cecil Brown, Moscow correspondent John Chancellor, India-Middle East correspondent Welles Hangen, Hong Kong correspondent James Robinson and Havana correspondent Wilson Hall.

The domestic correspondents are McGee, State Department correspondent Frank Bourgholtzer and Sander Vanocur, who has covered President-elect John F. Kennedy since his early primary campaigns.

The newsmen on "Projection '61" will consider the problems the Kennedy administration will face and what action may be expected. They will discuss developments in the Cold War, what is likely to happen in the Far East, the menace of "Fidelism" in Latin America, the rising tide of nationalism in Africa, the problem of a divided Berlin and the Algerian problem that France must resolve.

Advertising agency for the Gulf Oil Corporation is Young & Rubicam, Inc.

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NBC-New York, 12/20/60

December 20, 1960

Attention, Sports Editors

GENERAL MILLS TO SPONSOR 'SCOUTING REPORT' SHOWS PRECEDING
NBC-TV COVERAGE OF POST-SEASON FOOTBALL CLASSICS

Fifteen-minute "Scouting Report" shows will precede NBC-TV Network's coverage of three post-season football classics -- the National Football League Championship Game Monday, Dec. 26, the Rose Bowl Game Monday, Jan. 2 and the Pro Bowl Game Sunday, Jan. 15.

The three programs will be sponsored by General Mills Inc., through Knox Reeves Advertising Inc.

"Pro Championship Scouting Report" Dec. 26 (11:30 a.m. EST) and "Pro Bowl Scouting Report" on Jan. 15 (3:30 p.m. EST) will be narrated by NBC sportscaster Lindsey Nelson. Both shows and the "Rose Bowl Scouting Report" on Jan. 2 (approximately 4:30 p.m. EST, at conclusion of the Sugar Bowl Game) will preview the game that follows, with action films of key players and plays.

The "Scouting Report" shows will be packaged by Tel-Ra Productions. Dan Wise is producer and Conley Benfield is director.

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NBC TELEVISION NETWORK NEWS

December 20, 1960

"A MIDWINTER'S NIGHT DREAM, PROLOGUE TO LINCOLN CENTER"
"Omnibus" Program of Jan. 1 Will Present Leading Performers
Of Opera, Ballet, Concert and Drama in a Preview
Of Huge N. Y. Project Now Under Construction

A program of entertainment previewing the Lincoln Center For the Performing Arts will be seen on the third "Omnibus" program of the season Sunday, Jan. 1, on the NBC-TV Network (5-6 p.m. EST). The hour will be titled "A Midwinter's Night Dream, Prologue to Lincoln Center."

Leading performers of opera, ballet, concert and drama will join with students and teachers and officials of the new project to show what entertainment and education is planned for the new center which is now being constructed in New York City. Each of the major activities of the cultural center will be represented on the program, with host Alistair Cooke serving as guide. In addition, a model of the buildings will be shown with architect Wallace K. Harrison, and John D. Rockefeller, III, president of Lincoln Center explaining the project's purpose and scope.

First a dramatic repertory bit will be shown with a scene from Shakespeare's "King John," played by Max Helpmann as Hubert and 12-year-old Hayward Morse as Prince Arthur. Robert Whitehead, who will be director of the repertory theatre, will introduce this section.

The program will then turn to the Juilliard School of Music, also to be a part of the center, and will show Emile Renan instructing an opera class in stage movement.

(more)

Metropolitan Opera stars George London and Laurel Hurley will be heard in a duet from Mozart's opera "Don Giovanni." They will sing "La Ci Darem La Mano" as a preview of what will take place in the new Metropolitan Opera House to be built at the Lincoln Center.

Architect Harrison will be interviewed next by Cooke. The program then will show five of the divertissements from the new ballet "Figure in the Carpet" by the renowned choreographer George Balanchine. The New York City Ballet will perform with the following leading dancers: Edward Villella, Nicholas Magallanes, Diana Adams, Jillana, Mary Hinkson, Arthur Mitchell and Francisco Moncion.

Leonard Bernstein will conduct the New York Philharmonic Symphony Orchestra in William Schuman's "American Festival Overture," with Bernstein introducing the number himself.

The program will close with a talk between Cooke and Lincoln Center head Rockefeller.

Robert Saudek Associates is producer and William A. Graham is director.

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NBC-New York, 12/20/60

Attention, Sports Editors

COMMENTATORS ANNOUNCED FOR NBC-TV AND RADIO COVERAGE
OF PACKERS-EAGLES BATTLE FOR NFL TITLE

Lindsey Nelson and Ray Scott will split the play-by-play duties on television and Jack Whitaker and Blaine Walsh will report on radio when NBC provides dual coverage of the National Football League Championship Game between the Philadelphia Eagles and Green Bay Packers at Franklin Field, Philadelphia, Monday, Dec. 26 (color TV and radio, 11:45 p.m. EST).

The broadcasting assignments for the title clash announced today by NFL Commissioner Pete Rozelle and NBC Sports Director Tom S. Gallery. Nelson, assistant sports director of NBC, covered pro football for NBC-TV during the past season. Whitaker broadcast Philadelphia games, and Scott and Walsh were Green Bay commentators.

This will be the sixth straight year that NBC is covering the NFL Championship Game on television and radio.

NBC-New York, 12/20/60



December 20, 1960

A SUMMARY OF CHRISTMAS SEASON PROGRAMS
ON THE NBC-TV AND NBC RADIO NETWORKS

Devotional services, musical programs, dramatic productions and a variety of special presentations will carry out the Christmas theme on the NBC-TV and NBC Radio Networks.

"The Coming of Christ," a "Project 20" color special built from hundreds of the world's greatest paintings, will be presented on the NBC-TV Network Wednesday, Dec. 21 (8:30-9 p.m. EST). These art masterpieces depicting the coming of Christ and His ministry will be animated through the now-famous "Project 20" technique of still-pictures-in-action. The narration is almost wholly in the words of the King James version of the Bible.

Perry Como will present his traditional Christmas program on "Perry Como's Kraft Music Hall" color broadcast on the NBC-TV Network Wednesday, Dec. 21 (9-10 p.m. EST). In a special feature, Como will introduce Mrs. Virginia O'Hanlon Douglas, who, as an eight-year-old child in 1896, wrote the appealing letter that inspired the famed editorial, "Yes, Virginia, There Is A Santa Claus," written by Francis P. Church of the New York Sun. NBC News correspondent Chet Huntley will read the journalistic classic. Six-year-old singer-pianist Ginny Tiu, choreographer Peter Gennaro and Kokomo Jr. will be other guests.

(more)

2 - Christmas

Music and dance in the Christmas spirit will make up the full-hour broadcast in color of "'Twas the Night Before" on the "Bell Telephone Hour" Friday, Dec. 23 (NBC-TV Network, 9-10 p.m. EST).

Maureen O'Hara will be hostess on the program. The all-star cast includes Rise Stevens, John Raitt, Igor Youskevitch, Roberta Lubell, the Columbus Boychoir and the American Ballet Theatre.

Protestant and Catholic devotional services and a program of "Christmas Carols" will be broadcast on the NBC-TV Network Christmas Eve, Saturday, Dec. 24.

A Candlelight Music Festival will be broadcast live from Washington Cathedral (Protestant Episcopal) in the nation's capital from 9:30 to 11 p.m. EST. The Rt. Rev. Angus Dun, Episcopal Bishop of Washington, will be celebrant for the Communion. The Very Rev. Francis B. Sayre Jr., Dean of Washington Cathedral, will deliver a brief message. The Washington Cathedral Choir of Men and Boys will be featured in "A Festival of Seven Lessons and Carols," which, through readings from the Scriptures and singing of carols, proclaims the fall and redemption of man.

Three of the country's outstanding industrial musical organizations will participate in the "Christmas Carols" program from 11:15 p.m. to 12 midnight EST. The United States Steel Swing Vochestra of Gary, Ind., and the Gary Steelworks Goodfellow Carollers will perform as a unit. The second group will be the Illinois Bell Telephone Company Choir of Chicago. The program will originate in NBC's Chicago studios via tape and also will feature the NBC Central Division Orchestra conducted by Joseph Gallicchio.

(more)

3 - Christmas

The Most Rev. John J. Maguire, Vicar General and Auxiliary Bishop of the Archdiocese of New York, will celebrate the Midnight Mass to be presented from St. Patrick's Cathedral in New York City from 12 midnight to 1:45 a.m. EST. The NBC-TV and NBC Radio Networks will carry this Midnight Mass.

The Rev. Francis X. Duffy, of the Cathedral staff, will deliver the sermon. The Very Rev. Msgr. Timothy J. Flynn, director of the office of Radio and Television of the Archdiocese of New York, will be narrator for TV. The Rev. Vincent Fox will be narrator for radio.

"Amahl and the Night Visitors," Gian Carlo Menotti's Christmas opera, will be repeated again on the NBC-TV Network on Christmas Day, Sunday, Dec. 25 (4-5 p.m. EST). This will be the 11th presentation of the now classic work on NBC.

The cast includes Rosemary Kuhlmann as the mother; Kirk Jordan as Amahl; Leon Lishner, Andrew McKinley and David Aiken as the Three Kings, and Francis Monachino as the Kings' page. The program is a repeat showing via tape.

This opera was commissioned by the National Broadcasting Company and was given its world premiere showing on NBC-TV on Christmas Day, 1951. This will mark the 10th Christmas presentation. One season it was also given at Easter.

Another classic, of a different sort, will be presented Christmas Night on NBC-TV's "The Shirley Temple Show" (7-8 p.m. EST). This will be a broadcast in color of "Babes in Toyland," featuring the celebrated Victor Herbert musical score. The production will follow closely the original 1903 Broadway version.

(more)

4 - Christmas

Eight-year-old Angela Cartwright and nine-year-old Michel Petit will portray the "Babes" in the story. The all-star cast includes Shirley Temple, Jonathan Winters, Jerry Colonna, Joe Besser, Carl Ballantine and Hanley Stafford.

Fifty of Japan's top entertainers will pay a Christmas Night visit to "The Dinah Shore Chevy Show" color presentation (9-10 p.m. EST). The program will originate live from NBC Color City, Burbank, Calif. Following this, "Most Honorable Day" will be repeated on "The Loretta Young Show" (10-10:30 p.m. EST). This holiday drama stars Loretta Young as Taka, a Japanese servant who teaches the true meaning of Christmas to her American employers.

The last three broadcasts in a special series of choral programs for the Christmas season, "The Voices of Christmas," will be presented on the NBC Radio Network (the third program only will be carried on WNBC). The choir of Rutgers University, New Brunswick, N. J., will sing Wednesday, Dec. 21 (10:05-10:30 p.m. EST). Featured on Thursday, Dec. 22 (10:05-10:30 p.m. EST) will be the choir of Lawrence College, Appleton, Wis. The choir of the University of Colorado, Boulder, Colo., will be heard on Christmas Day, Sunday, Dec. 25 (12:05-12:30 p.m. EST).

Skitch Henderson will mark the Yuletide with recorded classical music and Christmas carols on his "Sunday Night With Skitch" program, a part of NBC Radio's "Monitor," Sunday, Dec. 25 (NBC Radio Network, except WNBC, 11:05 p.m. to 12 midnight EST; WNBC time, 11:15 p.m. to 12 midnight EST).

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NBC-New York, 12/20/60

NBC COLOR TELEVISION NEWS



December 20, 1960

PROGRAM CHANGE

'AFTER HOURS,' ROMANTIC COMEDY STARRING CHRISTOPHER PLUMMER
AND SALLY ANN HOWES, WILL BE SPECIAL REPEAT
COLOR PRESENTATION DEC. 27

"After Hours," an original romantic comedy, with a Christmas setting, by Paul Webster, will be a special repeat color presentation on the NBC-TV Network Tuesday, Dec. 27 (10-11 p.m. EST).

(Editor's Note: "The Renegade," previously announced for the above date and time, will be rescheduled for a new date, to be announced.)

Produced and directed by Alex March, with original music by Bernard Green and sets by Trew Hocker, "After Hours" stars Christopher Plummer and Sally Ann Howes with Buster Keaton, Robert Emhardt, Philip Abbott, Natalie Schafer, Paul McGrath and John Fiedler in the supporting cast. "After Hours" was originally presented on NBC-TV Feb. 7, 1960.

The storyline concerns a lonely man, Steve Elliott (Plummer), who threatens to quit his job because he doesn't want to attend the office Christmas party. He feels that since he has no one with whom to share Christmas, he would rather spend it alone. Sent to a psychiatrist (Emhardt), he meets a young woman (Miss Howes) who, believing Elliott to be the psychiatrist, confesses that she is fearful of her upcoming marriage to a wealthy businessman. It takes a street corner Santa Claus (Keaton) to solve the romantic triangle that ensues.

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DETAILED COVERAGE OF AIRCRAFT CARRIER FIRE IN BROOKLYN
PROVIDED BY NBC NEWS ON TELEVISION AND RADIO

"The Dave Garroway Today Show" on the NBC-TV Network this morning (Dec. 20) presented extensive coverage of the fire that swept the super aircraft carrier Constellation at the New York Naval Shipyard in Brooklyn, causing death or injuries to more than 200 men.

The program devoted one hour of its two hours of programming (7-9 a.m. EST) to live coverage of the disaster, in addition to reports on the fire in its regular news segments.

Three construction workers who had been aboard the vessel and had helped to rescue others were interviewed by Dave Garroway in the NBC Studios. They were Matthew Rizzo, 85-55 115th Street, Richmond Hills, Queens; Marvin Gartenbaum, 157 Suffolk Street, Manhattan, and Walter Knoll, 225 North 8th Street, Brooklyn.

In remote broadcasts from an NBC-TV mobile unit at the scene, "Today" special projects editor Paul Cunningham interviewed several persons including Capt. Thomas J. Walker, who is to have command of the new carrier.

The "Garroway Today" reports brought the total NBC-TV coverage to two hours of special programming. This included two special 15-minute NBC News programs on Monday (Dec. 19) and a continuing series of bulletins and special live reports from the scene totaling 30 minutes during the day.

The television coverage began with the first bulletined news of the fire at 10:58 a.m. EST. Developments thereafter were reported in frequent specials ranging from one to five minutes in length and including live pictures from the NBC News mobile TV unit at the scene and interviews with New York's Fire Commissioner Edward Cavanagh and other officials and eyewitnesses.

(more)

2 - Navy Yard Fire

live picture from the scene at 2:16 p.m. Bulletins were broadcast 12:28 and 12:59 p.m. and still photos of the fire were aired on the "News With Leon Pearson" at 1:25 p.m.

Live reports direct from the scene interrupted regular programming throughout the day. Several reports featured interviews with New York City Fire Commissioner Edward Cavanagh.

Between 10:58 a.m. and 4:30 p.m. WNBC-TV telecast 15 spots on the fire. From 5:00 to 5:10 p.m. the station presented a special live-remote picture from the Navy Yard, with Merrill Mueller providing commentary from the NBC Studios in the RCA Building.

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WNBC-TV, New York, 12/19/60



December 20, 1960

CAST AND CREDITS FOR 'AM AHL AND THE NIGHT VISITORS' DEC. 25

Program: "Amahl and the Night Visitors" by Menotti
Series: NBC Opera Company
Date: NBC-TV Network repeat, Sunday, Dec. 25
(4-5 p.m. EST).
Producer: Samuel Chotzinoff
Director: Jean Claude Schwartz
Composer-librettist: Gian Carlo Menotti
Conductor: Herbert Grossman
Hostess: Arlene Francis
Original program date: First broadcast Dec. 25, 1951. This
program on tape, from live performance
of Christmas, 1958.
Sets: Otis Riggs
Costumes: Eugene Berman
Audio director: David Sarser
Unit manager: Douglas Lutz
Assistant to producer: Maude Brogan
NBC Press Representative: Leonard Meyers, New York.
Story: "Amahl and the Night Visitors" tells of a
poor, crippled boy living with his
mother, who offers his crutch as a gift

(more)

2 - Cast and Credits for 'Amahl and the Night Visitors'

Story: (Cont'd) to the "child" being sought by the three kings
who spend the night at their rude hut. He is
miraculously cured of his lameness.

Cast:

The Mother.....Rosemary Kuhlmann, mezzo-soprano

Amahl.....Kirk Jordan, boy soprano

King Balthasar..Leon Lishner, bass

King Kaspar.....Andrew McKinley, tenor

King Melchior...David Aiken, baritone

The Page.....Francis Monachino, baritone

Dancing

Shepherds.....Carmen de Lavallade, Glen Tetley
and Charles Saint-Amant

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NBC-New York, 12/20/60

NBC TRADE NEWS X-H

December 21, 1960

BALLANTINE TO SPONSOR 'SING ALONG WITH MITCH'
IN EASTERN STATES ON NBC-TV

P. Ballantine & Sons, Newark, N. J., brewers, will sponsor the new series of special color programs, "Sing Along With Mitch," in eastern states when the series begins on NBC-TV Friday, Jan. 27, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"Sing Along With Mitch," which will star Mitch Miller, will alternate with "Bell Telephone Hour" in the 9-10 p.m. EST time period. Well-known guest stars as well as new talent will be featured on the program, along with a chorus of 25 men.

The purchase for Ballantine was placed through William Esty Company Inc.

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December 21, 1960

EDWIN S. FRIENDLY JR. IS PROMOTED TO DIRECTOR,
PROGRAM ADMINISTRATION, NBC-TV NETWORK

Edwin S. Friendly Jr. has been promoted to Director, Program Administration, NBC Television Network, it was announced today by David Levy, Vice President, Programs and Talent.

"In his new position," Mr. Levy said, "Mr. Friendly will be responsible for over-all administration of the Program Department, including Daytime, Nighttime and Special Programs. We are delighted that such an able, experienced executive as Mr. Friendly was available within our organization to fill this important post."

Mr. Friendly has been Director, Special Program Sales, since Feb. 11, 1960. He joined the NBC Television Network Sept. 23, 1959 as General Sales Executive.

He was with the Columbia Broadcasting System from 1956 to 1959 as Daytime Program Director and, later, producer of "The Jimmy Dean Show."

During World War II he served three and a half years with the Sixth Infantry Division in the Pacific, rising in rank from private to captain. He joined Batten, Barton, Durstine and Osborn Inc. in 1946 as a time buyer, and later became a radio and television producer. Leaving BBD&O in 1948, he became Director of Radio and Television for Al Paul Lefton advertising agency, and two years later joined the American Broadcasting Company as a television network salesman.

(more)

2 - Edwin S. Friendly Jr.

Mr. Friendly was made Eastern Sales Manager of ABC-TV in 1951 and the following year was promoted to National Director of Sales. He resigned from ABC in 1953 to become an independent packager and producer of television shows.

Mr. Friendly lives in New York City with his wife and two children.

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NBC-New York, 12/21/60

NBC COLOR TELEVISION NEWS



December 21, 1960

TV COVERAGE OF INAUGURAL PARADE IN COLOR FOR FIRST TIME
WILL BE A HIGHLIGHT OF NBC NEWS' COMPREHENSIVE PROGRAM
MARKING JOHN F. KENNEDY'S INDUCTION TO THE PRESIDENCY

The Inaugural parade, one of the nation's most colorful traditions, will be televised in color for the first time when NBC News covers the Presidential Inauguration of John F. Kennedy in Washington Friday, Jan. 20 (NBC-TV Network, starting at 11 a.m. EST).

NBC News will switch to color cameras when the parade starts past the President's reviewing stand, following black-and-white coverage of the swearing-in ceremony and the Inaugural address at the Capitol. The President will take the oath of office at about 12 noon EST and is expected to start reviewing the parade at the White House shortly after 2 p.m. EST.

The parade will be covered by four color cameras in special television positions to be set up in Lafayette Park directly across the street from the President's reviewing stand on the White House grounds. The cameras will provide closeup views of the President, Vice President Lyndon B. Johnson and the parade as it passes before them on Pennsylvania Avenue.

Julian Goodman, NBC's Director of News and Public Affairs, said that the use of color cameras would add greatly to the effectiveness of the coverage, showing in color the parade and its floats,

(more)

2 - Inauguration

bands, flags, bunting, the uniforms of military units, costumes of state delegations, and the crowds of spectators lining the parade route.

Chet Huntley and David Brinkley, NBC News correspondents who were widely commended for their coverage of the political conventions last Summer and the elections on Nov. 8, will report the parade from the color TV booth in Lafayette Park. From that vantage point, the two newsmen, as well as the color cameras, will have a clear view of both the Presidential stand and the parade.

The Inauguration coverage will be produced by Lou Hazam and directed by Charles Jones. They will use a total of 20 cameras, including the four color cameras, 14 black-and-white cameras at the Capitol and along the parade route and two cameras of the NBC News mobile unit, which will precede the Presidential car on its trip from the White House to the Capitol and back.

The NBC News coverage, starting with a background report on the Inauguration, will show President-elect Kennedy arriving at the White House at about 11:30 a.m. EST, where he will be joined by President Eisenhower for the drive to the Capitol. The cameras will follow their limousine to the Capitol and show them escorted through the Rotunda to their seat on the Inaugural platform on the Capitol steps.

The NBC News cameras in the booth facing the platform will televise the invocation, the Presidential oath administered by Chief Justice Earl Warren, the Vice Presidential oath, the President's Inaugural address, the benediction, and the departure of the President and his party for the Inaugural lunch.

(more)

3 - Inauguration

During the lunch, which will also be covered, Huntley and Brinkley will move to the color TV booth in Lafayette Park. After the lunch, when the President's car leads the parade down Pennsylvania Avenue, he will be covered by black-and-white cameras along the way until he reaches the White House. There the color cameras will take over and remain with the President and the parade until the conclusion of the coverage.

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NBC-New York, 12/21/60

NBC COLOR TELEVISION NEWS



December 21, 1960

ADDITION TO NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR JANUARY

The Presidential Inaugural parade in Washington, D. C. will be broadcast in color, as part of NBC-TV's coverage of Inauguration Day ceremonies Friday, Jan. 20. Time for the parade is approximate, but it is expected to begin shortly after 2 p.m. EST.

Attention, Sports Editors

PRODUCERS AND DIRECTORS ARE NAMED FOR 7 POST-SEASON
FOOTBALL GAMES ON NBC-TV NETWORK

Perry Smith and Harry Coyle, who were producer and director, respectively, for the NBC-TV broadcast of the Liberty Bowl Game Dec. 17, will serve in similar capacities for four more post-season football games being covered by the network.

Production credits follow for all seven games still coming up on NBC-TV:

National Football League Championship Game -- Perry Smith producer and Harry Coyle director.

East-West, Rose Bowl and Pro Bowl Games -- Perry Smith producer and Dick Weinberg director.

Blue-Gray, Sugar Bowl and Senior Bowl Games -- Lou Kusserow producer and Harry Coyle director.

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December 21, 1960

VAL PARNELL'S "A NIGHT AT THE PALLADIUM" WILL BE
FULL-HOUR NBC-TV SPECIAL IN THE SPRING OF 1961

Val Parnell's "A Night at the Palladium," a full-hour show originated at the famed London, England, showplace, will be a special broadcast on NBC-TV during the Spring of 1961, it was announced today by David Levy, Vice President, Programs and Talent, NBC Television Network.

Laurence Harvey, noted screen star of "Room at the Top" fame, will be host of the program that will include American and international stars. Selected performances will be taped at the Palladium during their regular stage presentations. Val Parnell, Palladium impresario, will be executive producer of the NBC-TV special.

Arrangements for the program, which was negotiated with Michael Nidorf, representative of Independent Television Program Co. Ltd., were made by David Tebet, Vice President, Talent Relations, NBC-TV Network, who recently returned from London.

Harvey scored with American movie audiences through his starring roles in such films as "Butterfield 8," "The Alamo," "Room at the Top" and "Expresso Bongo" among others. He also appeared on a few TV shows here and has many British Television programs in his credits. The Lithuanian-born actor was educated in Johannesburg, South Africa, and made his stage debut with the Manchester Repertory Company in England.

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British-born Val Parnell started in showbusiness as booking manager of Variety Theatre Controlling Company in London. He is credited with many successful theatre productions and is responsible for the annual series of International Variety Shows at the London Palladium since 1948. Parnell entered TV in 1955 as managing director of Associated Television Ltd. and became a director of Independent Television Program Co. Ltd. in 1957.

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NBC-New York, 12/21/60



December 21, 1960

LIGHTING OF THE WHITE HOUSE CHRISTMAS TREE

COVERED BY NBC TELEVISION AND RADIO

The lighting of the White House Christmas Tree by President Eisenhower will be covered live on NBC Television (including WNBC-TV) and NBC Radio (except WNBC) Networks Friday, Dec. 23 (5-5:30 p.m. EST).

The special television and radio program will include the President's traditional Christmas address and the holiday carols to be sung when the tree is lighted.



December 21, 1960

CAST AND CREDITS FOR NBC-TV NETWORK'S CHRISTMAS NIGHT BROADCAST
IN COLOR OF "BABES IN TOYLAND" ON "THE SHIRLEY TEMPLE SHOW"

Program: Victor Herbert's "Babes in Toyland" on
"The Shirley Temple Show"

Time: NBC-TV Network, in color, Sunday, Dec. 25
(7-8 p.m. EST)

Hosts: Shirley Temple and her three children:
Linda Susan, Charles Jr. and Lori

Starring: Miss Temple as Floretta, the gypsy witch.
Jonathan Winters as Uncle Barnaby.
Jerry Colonna as Gonzales.
Carl Ballantine as Gonzorgo.
Joe Besser as Rodrigo.
Michel Petit as Alan.
Angela Cartwright as Jane.
Hanley Stafford as the toymaker.
Ray Kellogg as the mean policeman.
Bob Jellison as the mean jailer.

Directed by Bob Henry

Produced by William Asher

Executive producer: William H. Brown Jr.

(more)

2 - Cast and Credits for 'The Shirley Temple Show'

Written by	Sheldon Keller and Jack Brooks
Choreography by	Tony Charmoli
Music arranged and conducted by	Walter Scharf
Theme music by	Vic Mizzy
Story editor:	Lois Green
Music coordinator:	Nat Farber
Art director:	Jay Krause
Costumes by	Robert Carlton
Makeup:	John Chambers
Origination:	NBC-TV Color Studios, Burbank, Calif.
Sponsors:	Various, participating
NBC Press representatives:	Bill Faith, Hollywood; Betty Lanigan, New York.

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NBC-New York, 12/21/60

NBC TRADE NEWS X-H

December 22, 1960

KITCHENS OF SARA LEE INC., AND TIMEX WATCHES TO CO-SPONSOR
COMEDY REVUE IN COLOR STARRING ART CARNEY

Kitchens of Sara Lee Inc., and Timex Watches will co-sponsor an hour-long comedy revue in color starring Art Carney on the NBC-TV Network Tuesday, Jan. 17, 10-11 p.m. EST, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Titled "Everybody's Doin' It," the revue will consist of sketches, songs and dances built around the general theme of "conformity." Several guest stars will be announced for the program later.

The Sara Lee purchase was placed through Cunningham & Walsh Inc., and the Timex order through W. B. Doner & Company.

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December 22, 1960

WEEKLY TOTAL OF 250,000 NBC DISCUSSION GUIDES IN CONNECTION WITH "NATION'S FUTURE" TV DEBATES ARE BEING DISTRIBUTED THROUGH U.S. IN JOINT EFFORT OF NETWORK AND AFFILIATES

A weekly total of 250,000 NBC Discussion Guides for use in connection with "The Nation's Future" series of debates on the NBC-TV Network are being reproduced and distributed through a nationwide cooperative effort by the network and its affiliated stations. The NBC Discussion Guides go to schools and national organizations for classroom and home use and for group discussion.

The guides are a weekly service provided by a new unit of the NBC Promotional Services Department. They contain background research material, arguments for and against the proposition to be discussed, and a bibliography of suggested reading. Distribution is scheduled three weeks in advance of each program in the television series.

"The Nation's Future" is presented on the NBC-TV Network Saturdays from 9:30 to 10:30 p.m. EST, except every third week when the network broadcast is scheduled from 9:30 to 10 p.m. EST, with the remaining half-hour available to the affiliated stations for a continuation of the discussion keyed to particular community needs.

(more)

2 - Student Guides

The initial weekly mailing by NBC to its affiliates and 60 major organizations totals 5,000 copies. From these, the additional copies are made by the stations for distribution to area schools, by the schools in turn and by the organizations for their memberships. In addition, NBC fills requests from teachers and students in high schools and colleges for an extra 2,000 copies a week.

Since its premiere Nov. 12, "The Nation's Future" has presented debates by world authorities on such vital issues as disarmament, international birth control, sit-in demonstrations and the Algerian problem.

The response to a series of this magnitude represents "a major breakthrough in television programming and a corollary rising tide of interest in the educational values of 'commercial' television," according to Alexander S. Rylander, Director of Promotional Services.

"Where the world 'commercial' used to be looked at askance by teachers and allied groups, NBC has discovered that educational circles now recognize that network television can provide great stars, great stories, great music and great scientists and world authorities at a perfection level which no non-commercial programs can match," he said.

Mr. Rylander said the discussion guides for "The Nation's Future" are NBC's first effort of this type on a regular weekly basis, but that it has distributed such guides for many programs, including NBC News' coverage of the political conventions and the elections, the "Bell Telephone Hour," the "Bell System Science Series," "The Equitable's Our American Heritage" series, and Mary Martin as "Peter Pan." Copies of "The Nation's Future" discussion guides are available by sending a self-addressed envelope to NBC Visual Aid, Room 211, 30 Rockefeller Plaza, New York 20, N. Y.

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NBC-New York, 12/22/60

NBC TELEVISION NETWORK NEWS

December 22, 1960

STEVE ALLEN AND MORT SAHL IN "NATION'S FUTURE" DEBATE ON "SHOULD THERE BE ANY TABOOS FOR COMEDIANS?"

Steve Allen and Mort Sahl, two of the entertainment world's best known personalities, will appear on NBC-TV's "The Nation's Future" New Year's Eve, Saturday, Dec. 31 (9:30-10:30 p.m. EST) debating "Should There Be Any Taboos for Comedians?"

"We're doing a light approach to a reasonably serious subject," Robert Allison, producer of "The Nation's Future" series, he said. "Our topic gets into the whole matter of whether ideas are a proper subject for comedy or whether comedy should be devoted solely to escapist entertainment -- in other words, whether ideas can be as potent a weapon for laughs as mother-in-law jokes.

"Although our speakers are entertainers, they are very serious about the nature of their profession. Their discussion will, in no sense, be a trivial one, because our nation's attitude toward its humor is in many ways more indicative of its health and intellectual strength than a part-time concern over matters of politics.

"Our ability to poke fun at even our most sacred institutions always has been a major American characteristic. However, in an era when pressure to conform is on the increase, we find this pressure lapping over into the area of what we can laugh at. A great many people today feel that social and political criticism is not a legitimate field for comedy -- that when a comedian uses the political arena as a source of humor, he becomes more of an advocate than an entertainer, more of a preacher than a humorist."

(more)

Allison said the debate will touch on these questions:

Is there such a thing as "sick" humor?

Should any subject be barred from comedy,
or is it just a matter of treatment?

Is there a difference between the kind of
comedy material a comedian can use on a night-
club floor and on television?

Does a comedian have to maintain his public
image in private? Can he merge his private intellectual
convictions with his professional role or does he have
to live up to what the public expects of him as a
comedian?

John K. M. McCaffery will be moderator of the program which
will originate via tape from NBC Color City, Burbank, Calif.

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NBC-New York, 12/22/60

DINA MERRILL, ACTRESS AND SOCIETY FIGURE,
WILL JOIN NBC NEWS CORRESPONDENTS FOR
TV COVERAGE OF THE INAUGURAL BALL

Dina Merrill, actress and society figure, will join NBC News correspondents covering the Inaugural Ball in a special program originating live in Washington Friday, Jan. 20 (NBC-TV Network, 11:15 p.m.-12 midnight EST). The program will be sponsored by the Purex Corporation.

Miss Merrill and NBC News correspondents Frank Blair, Frank McGee and Sander Vanocur will interview celebrities and describe the event honoring John F. Kennedy on the evening of his Presidential Inauguration. The program will follow full NBC News coverage of the day's Inaugural ceremonies, including the traditional parade down Pennsylvania Avenue, which will be televised in color.

Miss Merrill and Frank Blair will cover the ball from a television booth raised off the floor of the National Guard Armory in Washington. The actress will also join correspondents McGee and Vanocur who will move about on the Armory floor to interview Cabinet members and other leaders in the new Administration, members of Congress, society leaders, figures of the entertainment world, and others among the hundreds of prominent persons who will attend the affair.

(more)

2 - Inaugural Ball

NBC News will use six cameras -- two in the TV booth, three on the floor and one positioned for a view of the box in the Armory balcony, where the President and Mrs. Kennedy will be seated. The program will be produced by Lou Hazam and directed by Charles Jones, under the supervision of Julian Goodman, Director of News and Public Affairs.

Miss Merrill was prominent as a Manhattan and Washington society figure and a high fashion model before becoming an actress. Among her motion pictures are "Butterfield 8," "The Sundowners" and "Desk Set." In television, she starred in "The Fallen Idol," "What Makes Sammy Run?" and many other dramatic productions. On the stage, she has appeared in "Ring Around the Moon," "My Sister Eileen" and "The Man Who Came to Dinner," among others.

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NBC-New York, 12/22/60

NBC COLOR TELEVISION NEWS



December 22, 1960

E.R. QUESADA, FEDERAL AVIATION AGENCY HEAD,
WILL BE JAN. 1 'MEET THE PRESS' GUEST ON
NBC TELEVISION (IN COLOR) AND NBC RADIO

E. R. Quesada, head of the Federal Aviation Agency, will be interviewed on "Meet the Press" Sunday, Jan. 1 (NBC-TV Network color broadcast, 6 p.m. EST; NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

The new year, 1961, will mark the second anniversary of the FAA which was created and made responsible for the safety and progress of aviation in the United States.

Quesada and the FAA have been involved in a controversy with the Civil Aeronautics Board over the responsibility of investigating airline disasters, such as the collision which wrecked two planes in Brooklyn and Staten Island last week. Quesada has also been criticized for his statements to the press regarding the crash, the worst in aviation history.

On the "Meet the Press" panel are Richard Wilson of Cowles Publications, Jerry Hannifin of Time Inc., Peter Hackes of NBC News, and Lawrence E. Spivak, producer of the program and permanent panelist. Ned Brooks will be the moderator.

The NBC-TV color broadcast will originate live in Washington, D. C.

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Credits for "A Midwinter's Night Dream--Prologue to Lincoln Center"

Series: "Omnibus"

Program: "A Midwinter's Night Dream -- Prologue to Lincoln Center"

Broadcast: Sunday, Jan. 1 (NBC-TV Network, 5-6 p.m. EST).

Format: A program of entertainment features including ballet, concert, drama and teaching, to illustrate what will be offered by New York's Lincoln Center of Performing Arts in the years to come. Interviews with John D. Rockefeller III, president of the Center, and architect Wallace K. Harrison.

Host: Alistair Cooke

Cast: Leonard Bernstein and the New York Philharmonic.
New York City Ballet, featuring Nicholas Magallanes, Diana Adams, Edward Villella, Jillana, Arthur Mitchell, Mary Hinkson, Francisco Moncion and Pat McBride.
Emile Renan, teaching a Juilliard class.
Laurel Hurley, soprano, and George London, bass-baritone, of the Metropolitan Opera.
Actors Max Helpmann and Hayward Morse and director Robert Whitehead.
John D. Rockefeller III and Wallace K. Harrison, officials of the Lincoln Center

Producer: Robert Saudek Associates

Director: William A. Graham

(more)

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2 - Credits for 'Omnibus'

Sets:	John Ward
Costumes:	Saul Bolasni
Ballet Costumes:	Esteban Frances
Sponsor:	Aluminium Ltd.
Agency:	J. Walter Thompson

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NBC-New York, 12/22/60

NBC TRADE NEWS⁶-H

December 23, 1960

FIVE ADVERTISERS BUY SPONSORSHIP IN 'THE AMERICANS,'
NEW FULL-HOUR MONDAY-NIGHT SERIES ON NBC-TV NETWORK

Five advertisers have purchased sponsorship in the new full-hour weekly drama series, "The Americans," which starts on NBC-TV Monday, Jan. 23 (7:30-8:30 p.m. EST), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

They are Block Drug Company, Dow Chemical Company, Pan American Coffee Bureau, Pepsi Cola Company and Reader's Digest Services Inc.

"The Americans," which will co-star Darryl Hickman and Dick Davalos, will replace "Riverboat" on NBC-TV. The series will mark the Civil War centennial year and will trace events in the lives of two brothers on opposing sides in the conflict.

Agencies through which the purchases were placed are Norman, Craig & Kummel Inc. and MacManus, John & Adams Inc. for Dow Chemical Company; Sullivan, Stauffer, Colwell & Bayles Inc. for Block Drug Company; Batten, Barton, Durstine & Osborn Inc. for Pan American Coffee Bureau and Pepsi Cola Company, and J. Walter Thompson Company for Reader's Digest Services Inc.

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MICHAEL RENNIE TO GUEST-STAR IN 'REBELLION AT BLAZING ROCK'
ON NEW NBC-TV SERIES, 'THE AMERICANS'

Michael Rennie, English film performer and star of the syndicated TV series, "The Third Man," will guest-star in "Rebellion at Blazing Rock," an episode of the NBC-TV Network's historically authentic Civil War drama series, "The Americans." The series premieres Monday, Jan. 23 (7:30-8:30 p.m. EST).

Rennie will portray James Duquesne, a peace-loving captain of militia in the little 1861 Virginia hamlet of Blazing Rock. "Rebellion at Blazing Rock" is set against the emotions and conflicts that tore Virginia into two states during the war -- with the Western mountain counties choosing to remain in the Union as the new state of West Virginia.

Dick Davalos, as Confederate Cpl. Jeff Canfield, is the regular "The Americans" star for "Rebellion at Blazing Rock." Co-star Darryl Hickman, in the role of Ben Canfield, a Union soldier, draws a bye.

Rennie was signed by producer Frank Telford to head a roster of guest players for "Rebellion at Blazing Rock" that includes John Howard, Karen Sharpe, Don Beddoe, Adam Williams, Ray Daley and Harry Lauter. Jesse Hibbs directs from a teleplay by Andy Lewis.

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NBC-New York, 12/23/60

NBC TELEVISION NETWORK NEWS

December 23, 1960

"SHOULD PUBLIC EMPLOYEES HAVE THE RIGHT TO STRIKE?"

T.W.U. Head Michael J. Quill and Fred A. Hartley Jr., Co-Author Of Taft-Hartley Act, to Debate Issue on "The Nation's Future"

Two authorities on labor problems will debate the question, "Should public employees have the right to strike?" Saturday, Jan. 7 on NBC-TV's "The Nation's Future" (9:30-10 p.m. EST).

Michael J. Quill, international president of the Transport Workers Union, will take the affirmative. Fred A. Hartley Jr., a former representative in Congress from New Jersey, who was co-author of the Taft-Hartley Act, will take the negative. The broadcast will originate live in the NBC Studios in New York. John K. M. McCaffery will be moderator.

Hartley served in the House from 1929 to 1948, when he did not seek re-election. He was the author of the House measure in 1947 which resulted in the compromise Senate-House bill known as the Taft-Hartley Act. At that time he was chairman of the House Education and Labor Committee. One of the provisions of the Taft-Hartley Act prohibited federal employees from striking.

Quill came to the United States in 1926 and began as a pick-and-shovel worker in the construction of New York's Independent Subway.

(more)

NOTE TO EDITORS:

The NBC Daily News Report will not be issued Monday, Dec. 26. The next mailing will be dated Tuesday, Dec. 27.

He was also a porter, elevator operator and coal passer before he became a transit worker with the Interborough Rapid Transit Subway in New York in 1928. With fellow employes, he organized the Transport Workers Union in 1934 and became its president in 1935. He is a member of the General Executive Board, AFL-CIO.

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NBC-New York, 12/23/60

PROGRAM CHANGE FOR DEC. 27

'WHERE IS ABEL, YOUR BROTHER?' TO BE REPEATED

"Where Is Abel, Your Brother?," the widely-acclaimed film study of the plight of the world's thousands of stateless refugees, will be repeated Tuesday, Dec. 27 (10-11 p.m. EST, in black and white only). It replaces the previously announced "After Hours" color program.

"Where Is Abel, Your Brother?" was filmed in refugee camps in Italy by an NBC News unit and is narrated by Medeleine Carroll. The title is taken from Chapter 4, Verse 9 of the Book of Genesis in the Revised Standard Version of the Holy Bible: "Then the Lord said to Cain, 'Where is Abel, your brother?' He said, 'I do not know; am I my brother's keeper?'"

The program deals with refugees from Yugoslavia and other Eastern European countries whose stateless condition has become all but permanent. It shows their frustration and disappointment after numerous rejections in their efforts to emigrate to new homelands.

Producer Reuven Frank said that the program does not argue that these refugees should be accepted by the United States or any other country, but makes the point that "they should be known about." It poses the question, he said, of what is man's responsibility to his fellow man."

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NBC-New York, 12/23/60

NBC-TV NETWORK PROGRAM

ADENAUER TO JOIN OTHER WORLD LEADERS IN TRIBUTE TO EISENHOWER

West German Chancellor Konrad Adenauer will join other world leaders participating in "Tribute to a Patriot," the life story of President Eisenhower, to be presented on the NBC-TV Network Tuesday, Jan. 10 (10-11 p.m. EST).

Chancellor Adenauer's tribute to the President will be filmed in Bonn. Others who will appear on the program include President-elect John F. Kennedy, British Prime Minister Harold Macmillan and Indian Prime Minister Jawaharlal Nehru.

The special NBC News program will examine the life and career of the President from his youth in Abilene, Kansas, through his eight years in the White House. It will be produced by Chet Hagan and directed by Robert Priaulx.

NBC-New York, 12/23/60

2-X-H

NBC COLOR TELEVISION NEWS



December 27, 1960

NBC PLANS 'PROJECT 20' COLOR PRESENTATION, 'THE COMING OF CHRIST,'
NEXT CHRISTMAS AND AS ANNUAL EVENT THEREAFTER

The National Broadcasting Company plans a re-showing of the "Project 20" color program, "The Coming of Christ," next Christmas and thereafter as an annual event, it was announced by David Levy, Vice President, Programs and Talent, for the Television Network.

According to producer-director Donald Hyatt, this presentation received the "warmest response" of any program his unit has produced in its 10 years of operation. "It was the greatest task 'Project 20' ever tackled," he said, "and for it to have been accepted with such acclaim is gratifying to all of us who worked on it."

The program told the story of Christ Himself, the world He lived in, the people around Him and the atmosphere and feel of His time, all in the still-pictures-in-motion technique. It utilized many of the most treasured paintings of several countries, while the script -- by Richard Hanser -- was based, in large measure, on the King James version of the Bible, as related by Luke. Robert Russell Bennett wrote an original musical score for the half-hour program, and Daniel W. Jones was research director for the project.

(more)

2 - 'Project 20'

Other "Project 20" programs scheduled in the immediate future are "Victory at Sea," a new version of the popular series on the U. S. Navy at war in the Pacific, Thursday, Dec. 29 (NBC-TV Network, 9:30-11 p.m. EST) and repeat showings of "The Twisted Cross" Tuesday, Jan. 3 (NBC-TV Network, 10-11 p.m. EST) and "Life in the 30s" Tuesday, Jan. 24 (NBC-TV Network, 10-11 p.m. EST).

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NBC-New York, 12/27/60

NBC COLOR TELEVISION NEWS



December 27, 1960

PREMIERE OF 'SING ALONG WITH MITCH'

Vocalists Diana Trask, Leslie Uggams and Gloria Lambert
To Be Guest Stars on Opening Show of Color Series

Australian singer Diana Trask, teen-age singer Leslie Uggams and musical comedy singer Gloria Lambert will be the guest stars on the premiere color presentation of the NBC-TV Network's new color series, "Sing Along With Mitch" Friday, Jan. 27 (9-10 p.m. EST, alternate Fridays.) The program stars Mitch Miller and the Sing Along Gang of 25 male voices in a full-hour songfest of 30 musical selections.

Diana Trask, who made her network television debut on NBC's "Sing Along With Mitch" special last season, and performed on Bob Hope's December NBC-TV special, is a native of Melbourne, Australia. A member of the company for Frank Sinatra's Australian tour in the Spring of 1959, the striking young redhead was already well-known in Australian television and nightclub circles. Upon advice from Sinatra, she made her debut in the United States in June, 1959, at the Blue Angel nightclub in New York, and later sang in nightclubs throughout the United States. In January, 1961, she will open at the St. Regis, New York, and her first American television album will be released.

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In the Spring of 1961, she will go to Hollywood to star in her first motion picture.

Seventeen-year-old Leslie Uggams, who appeared on the "Sing Along" special, has been seen on "The Jack Paar Show," "The Andy Williams Show" and "The Ed Sullivan Show." She made her TV debut 10 years ago with Johnny Olsen's TV Kids. Thereafter she sang on many TV shows, including "Name That Tune" -- on which she won the top prize of \$25,000, which she donated to the Incarnate Word Academy in Corpus Christi, Texas, for its building fund. Leslie is a senior at the Professional Children's School in New York.

Gloria Lambert, a native of Worcester, Mass., made her professional reputation as a singer on Canadian television. On the strength of her TV experience, she was signed for a featured role in the Broadway musical "West Side Story," in which she covered her jet black locks with a blonde wig. Gloria, like Diana Trask and Leslie Uggams, is a recording star.

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NBC-New York, 12/27/60

CREDITS FOR "SAY WHEN," NBC-TV NETWORK'S NEW DAYTIME SERIES

Premiere: Monday, Jan. 2, 1961

Time: NBC-TV Network, Monday through Friday,
10-10:30 a.m. EST.

Star: Art James

Format: A new audience-participation show in which contestants pick their own prizes. Two players compete at a time, each trying to choose enough merchandise so the total retail value of their selection comes as close to a previously announced goal as possible. However, the price of each item is not revealed until after it is selected. The player who comes closest to the goal without exceeding it wins the game and all the prizes chosen.

Producer: S. Robert Rowe

Director: Dick Schneider

Technical Director: Bill Hildreth

Assistant Director: Eleanor Tarshis

Program Staff: Faye Abell, Shirley Fischer, Ron Kweskin
and Wally Seigel

Unit Manager: Tom O'Keefe

Set Designer: Ted Cooper

Packaged by Goodson-Todman Productions in association
with the NBC Television Network

Origination: NBC-TV Studios in New York

NBC Press Representative: Stan Appenzeller
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NBC-New York, 12/27/60



December 27, 1960

SEVEN NBC-TV STARS IN TOURNAMENT OF ROSES PARADE

Seven NBC-TV stars -- Roy Rogers, Dale Evans, Robert Horton and the four stars of "Bonanza" -- are among notables scheduled to participate in the 72nd Annual Tournament of Roses Parade to be broadcast in color from Pasadena, Calif., on the NBC-TV Network Monday, Jan. 2, 11:45 a.m. to 1:45 p.m. EST. (NOTE: NBC-TV coverage will start with a special pre-parade program in black and white 15 minutes earlier.)

Stars of the full-hour "Bonanza" color series are Lorne Greene, Dan Blocker, Michael Landon and Pernell Roberts. They will ride horseback garbed in their Western outfits.

Robert Horton, star of "Wagon Train," will ride his horse, Topaz.

Roy Rogers and Dale Evans, periodic stars of "The Chevy Show," and their sons, Dusty and Sandy, will ride on Chevrolet's float, "Along the Navajo Trail." The float will depict a typical cowboy-and-Indian scene incorporating teepees and a stagecoach. Dusty and Sandy will "drive" the coach while Roy and Dale fend off attacking Indians.

The float will be decorated with 8,000 roses, 15,000 Vanda orchids, hundreds of rare Cattleya orchids and thousands of chrysanthemums. A butte with pampas grass, Vanda orchids and croton leaf will serve as a background at the rear of the float. The general color scheme will be accomplished with red and white mums, and roses of red, white and pink.

NBC TELEVISION NETWORK NEWS^{2-X-H}

December 28, 1960

'THE SINGLE WOMAN,' STARRING BARBARA BAXLEY,
WILL BE 'PUREX SPECIAL FOR WOMEN' ON FEB. 2

Broadway star Barbara Baxley will play the title role in "The Single Woman," the Thursday, Feb. 2 "Purex Special for Women" on the NBC-TV Network (4-5 p.m. EST).

Miss Baxley currently is starring on Broadway in the Tennessee Williams comedy, "Period of Adjustment." Appearing with Miss Baxley in the TV dramatic documentary about the problems of the single woman in today's society, will be Michael Tolin, Patrick O'Neal and Brett Somers.

"The Single Woman" will tell the story of Elizabeth Greenway, an unmarried woman in her late twenties, who has repeatedly backed away from any relationship which would culminate in marriage, although she declares that eventually she hopes to wed.

Michael Tolin will be seen as the most recent of her suitors who is bewildered at her unexplained rejection since he is sincere in his desire to marry her. Patrick O'Neal will appear as Paul Kingman, a former business associate of Elizabeth's, who is searching for emotional stability unsuccessfully in a liaison outside his own unhappy marriage. Brett Somers will be seen as Elizabeth's friend Susie, whose desperation over her own unmarried status has led her into an endless routine of promiscuous friendships.

(more)

Pauline Frederick, of NBC News, will interview a guest expert at the conclusion of the documentary (name to be announced later) concerning: the reasons why so many women fail to marry, the social stigma attached to the single state, the solutions to the problems of loneliness which beset many single women, and the possibility of a full and happy life for the woman who remains unmarried.

Written and produced by George Lefferts, "The Single Woman" will be directed by William A. Graham. Irving Gitlin is the executive producer for the "Purex Special for Women" series.

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NBC-New York, 12/28/60

JAMES W. DODD APPOINTED MANAGER, SALES ADMINISTRATION,
NBC INTERNATIONAL ENTERPRISES

Appointment of James W. Dodd as Manager, Sales Administration, was announced today by Alvin Ferleger, Sales Manager, NBC International Enterprises.

Mr. Dodd, a pioneer in international television, has been international sales coordinator of Screen Gems Inc. since 1954. Before that, he was assistant to the president at Columbia Pictures International.

After attending Trinity College, Mr. Dodd has graduated from Hartford College of Law in Hartford, Conn. He was with Films, Inc., before becoming vice president of Instructional Films Inc. in 1939. He served in the U. S. Navy, 1941-46, and held the rank of commander.

Mr. Dodd, his wife and three sons live in Riverside, Conn.

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NBC-New York, 12/28/60

BRIG. GENERAL TELFORD TAYLOR TO INTRODUCE 'THE TWISTED CROSS'
IN PREFACE TO ENCORE SHOWING OF THE 'PROJECT 20' HOUR

Brigadier General Telford Taylor will introduce "The Twisted Cross" in a special preface to the noted program when it is re-shown on "Project 20" Tuesday, Jan. 3 (NBC-TV Network, 10-11 p.m. EST).

General Taylor was chief counsel for the prosecution in the Nuremberg trials of war criminals. He is author of the books "Sword and Swastika" and "The March of Conquest." A lawyer, he was educated at Williams and Harvard. Before the second World War he was general counsel to the Federal Communications Commission and he also has been Small Plants Defense Administrator.

"The Twisted Cross" is being shown for the fifth time, in response to public interest. It was first presented on NBC-TV March 14, 1956. Donald Hyatt is producer-director. Alexander Scourby is narrator.

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NBC-New York, 12/28/60

NEW 'VICTORY AT SEA' VERSION ACCEPTED FOR NAVY ARCHIVES

Admiral Daniel Smith has accepted the new 90-minute version of "Victory at Sea" from producer Donald Hyatt, for the permanent archives of the U. S. Navy.

The new film, based on the famous 26-week series, will be shown for the first time Thursday, Dec. 29 (NBC-TV Network, 9:30-11 p.m. EST).

In accepting the film for the archives, Admiral Smith said, "Let us not forget that the peace we are enjoying today at this happy holiday season is due in large part to the heroic efforts of our sailors, soldiers, airmen and marines of World War Two. The program 'Victory at Sea' preserves this magnificent American effort for freedom and peace for all time."

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PROGRAM CHANGE FOR 'HAPPY' PREMIERE

"Howie" will be the premiere episode for the "Happy" series on the NBC-TV Network Friday, Jan. 13 (7:30-8 p.m. EST) instead of "Where Am I Going?" as previously announced.

Chris and Sally (Ronnie Burns and Yvonne Lime) plan to surprise Happy (portrayed alternately by twins David and Steven Born) with a new dog named Howie, but are warned that they may give him feelings of insecurity. The couple delves into child psychology books, only to become more confused. Rather than take a chance on Happy's emotional development, they decide to give Howie away. However, before they can do so the dog comes up with a solution to the problem.

The cast includes Lloyd Corrigan as Uncle Charlie, Wanda Shannon as Terry Brigham, Burt Metcalfe as Joe Brigham, Lorrie Freeman as Meg, Ransom Sherman as Uncle George and Bob Anderson as Vern.

"Where Am I Going?" will be broadcast on NBC-TV Friday, Jan. 20
 -----O----- NBC-New York, 12/28/60

CAST AND CREDITS FOR "THE EQUITABLE'S OUR AMERICAN HERITAGE"
DRAMATIZATION OF "THE INVINCIBLE TEDDY" ON NBC-TV
FRIDAY, JAN. 13 (9-10 P.M. EST)

"The Equitable's Our American Heritage"

Presents

George Peppard

Glenda Farrell

and

Ina Balin

with

Special Guest Star

Thomas Mitchell

in

"The Invincible Teddy"

By Tad Mosel

With

Arthur Hill

Joanne Linville

Host and Narrator.....Lowell Thomas

Art Director.....Duane McKinney

Costumes by.....Noel Taylor

Associate Producers.....Berenice Weiler

William Altman

Associate Producer-Editor.....James Lee

Directed By

Jack Smight

Produced By

Mildred Freed Alberg

* * *

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FRIDAY, JAN. 23 (8-10 P.M. EST)

"The Independent Press" (NBC-TV)

Presented by

George S. Brown

Donald Stewart

and

The Public

with

Special Guest Star

James Stewart

In

"The Independent Press"

by the author

with

Robert M. La Follette

James Stewart

Host and Moderator: William F. Buckley, Jr.

Guests: Robert M. La Follette, James Stewart

Co-Moderator: William F. Buckley, Jr.

Associate Producer: William F. Buckley, Jr.

William F. Buckley, Jr.

Associate Producer: William F. Buckley, Jr.

Presented by

The Public

Produced by

William F. Buckley, Jr.

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A MILBERG PRODUCTION

With the

Editors of

American Heritage Magazine

* * *

Cast Principals

George Peppard.....as Theodore Roosevelt
Glenda Farrell.....as Mrs. Martha Roosevelt
Ina Balin.....as Edith Carow
Joanne Linville.....as Alice Lee Roosevelt
Thomas Mitchell.....as Joseph Murray
Arthur Hill.....as Samuel Gompers
Martine Bartlett.....as Anna Roosevelt
Ken Konopka.....as Fischer, the saloonkeeper
Edward Holmes.....as the Assembly speaker

* * *

Additional Credits

Casting Director:	Tom Sand
Unit Manager:	Paul Shiers
Technical Director:	Ted Miller
Associate Director:	Alvin Mifelow
Production Assistant:	Barbara Isaacs
Makeup:	Bob O'Bradovich
Lighting Director:	Bob Barry
Audio:	Dennis Maitland
Video:	Louis Leger
* * *	
Sponsor:	The Equitable Life Assurance Society of the United States
Agency:	Foote, Cone and Belding
Origination:	NBC, New York, on tape
NBC Press Representative:	Charlie Gregg, New York NBC-New York, 12/28/60

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NBC TRADE NEWS-X-H

December 29, 1960

10 ADVERTISERS PLACE MORE THAN \$5.5 MILLION IN ORDERS
ON NBC-TV DAYTIME SCHEDULE FOR FIRST QUARTER OF 1961

Ten advertisers have placed more than \$5.5 million in orders in NBC-TV's daytime schedule for the first quarter of 1961, it was announced today. The orders, all placed in the past six weeks, represent virtually the entire daytime schedule.

"Here's Hollywood," the new Monday-Friday show which began in the 4:30-5 p.m. EST time period last Fall, is now sold out for the first quarter of 1961.

Among the major orders placed were those by Colgate-Palmolive Company and Simoniz Company. Colgate, through Ted Bates & Company, purchased additional quarter-hours weekly in "Play Your Hunch," and placed a new order in "From These Roots." Simoniz, through Dancer-Fitzgerald-Sample Inc., purchased alternate week quarter-hours in "Concentration," "From These Roots," "Here's Hollywood," "Play Your Hunch," "True Story" and "Detective's Diary."

Other new orders were:

Sweets Company of America, through Henry Eisen Advertising Agency, for alternate-week quarter-hours in "From These Roots," "Play Your Hunch," "King Leonardo and His Short Subjects" and "Fury."

Toni Company, through North Advertising, for alternate-week quarter-hours in "The Price Is Right," "It Could Be You," "From These Roots" and "Here's Hollywood."

(more)

2 - NBC-TV Daytime Sales

Campana Company, through Erwin Wasey, Ruthrauff & Ryan, alternate quarter-hours in "It Could Be You" and "Here's Hollywood."

Mentholatum Company, through J. Walter Thompson Company, for an additional alternate-week quarter-hour in "From These Roots."

Mogen David Wine Corporation, through Edward H. Weiss Co., for alternate-week quarter-hours in "The Jan Murray Show" and "Here's Hollywood."

Cracker Jack Company, through Leo Burnett Company Inc., for "The Shari Lewis Show."

Gold Seal Company for alternate-week quarter-hours in "The Price Is Right" and "Here's Hollywood," through Campbell-Mithun Inc.

Dow Chemical Company through Norman, Craig & Kummel Inc., for alternate-week quarter-hours in "From These Roots," "Here's Hollywood" and "True Story."

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NBC-New York, 12/29/60

December 29, 1960

LORILLARD RENEWS 'TAB HUNTER SHOW' FOR REST OF SEASON

P. Lorillard Co. Inc. has renewed its sponsorship of "The Tab Hunter Show" for the rest of the 1960-1961 season, it was announced today by Don Durgin, Vice President, Sales, NBC Television Network.

"The Tab Hunter Show," which premiered on NBC-TV Sunday, Sept. 18, 1960 (8:30-9 p.m. NYT), has rapidly become one of television's most popular situation comedies. The new filmed series, produced by Norman Tokar in association with NBC at the Metro-Goldwyn-Mayer studios, stars Hunter, in his first regular television role, as a bachelor cartoonist. Co-starred as his wealthy playboy friend is Richard Erdman, with Jerome Cowan also featured as a series regular.

The advertising agency for P. Lorillard is Lennen & Newell, Inc.

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December 29, 1960

NBC NEWS CORRESPONDENT WILSON HALL ARRIVES IN NEW YORK
AFTER BEING HELD FOR THREE DAYS IN CUBAN JAIL

NBC News correspondent Wilson Hall arrived in New York today (Dec. 29) after being held for three days in a Cuban jail.

Hall said on his arrival that at no time was he given any explanation for his arrest on Dec. 26. He said he came away with an impression that his detention was the result of inefficiency, confusion and the general harassment of foreigners.

The newsman was picked up by Cuban military police last Monday at Rancho Boyeros Airport, where he was about to board a plane for New York to take part in the year-end NBC News report by network correspondents. Hall will appear on the NBC-TV color broadcast of "Projection '61" Friday, Dec. 30 (9-10 p.m. EST).

The correspondent said that he was not questioned by Cuban officers -- except on such routine personal data as his age and birthplace. He said he had some difficulty explaining that his mother's name was Hall both before and after her marriage.

Hall was held in a converted villa in the suburbs of Havana. His cell was a room that had once been a pantry hallway. He said that he had been treated well and was impressed by "the basic friendliness of the Cuban guards."

At the time of his arrest, Hall was carrying some news film showing Cuban militia women working as traffic police -- a story that was reported in the Havana press. Although Cuban authorities said

(more)

that Hall was being held because of the film, it was returned to him apparently unopened and undeveloped.

With Hall at the time of his arrest was his wife, Lee Hall, also an NBC News correspondent. She tried throughout the period of his detention to see him, but without success. Hall could hear her arguing with his guards and once she sent him a box of chocolates which he shared with his fellow prisoners.

Lee Hall is expected to return to New York within the next day or two.

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NBC-New York, 12/29/60

2-X-H

NBC COLOR TELEVISION NEWS



December 30, 1960

NEW AIR DATE AND ADDITION OF COLOR
ANNOUNCED FOR 'THE SINGLE WOMAN'

Two important changes -- a new air date and the addition of color -- have been announced for "The Single Woman," the fourth "Purex Special for Women" on the NBC-TV Network. The full-hour dramatic documentary will be color broadcast Thursday, Feb. 9 (4-5 p.m. EST). The program was previously scheduled for Thursday, Feb. 2. Barbara Baxley will star in the title role.

GEN. TAYLOR'S INTRODUCTION TO "THE TWISTED CROSS" WILL LINK SIGNIFICANCE OF PROGRAM WITH COMING TRIAL OF ADOLF EICHMANN

In a new introduction to "The Twisted Cross," which will have an encore presentation on the NBC-TV Network Tuesday, Jan. 3 (10-11 p.m. EST), Brigadier General Telford Taylor will connect the significance of the program with the coming trial of Adolf Eichmann. According to General Taylor, one must know the history of the period and of Nazi Germany, as shown in "The Twisted Cross," to comprehend how a man like Eichmann could exist and function. The "Project 20" one-hour film, produced and directed by Donald Hyatt, will be broadcast for the fifth time on this date.

'EFFECTIVE AMBASSADOR' LORNE GREENE

LAUDED IN SACRAMENTO EDITORIAL

Lorne Greene, co-star of NBC-TV's "Bonanza" color series (Saturdays, 7:30-8:30 p.m. EST), was the subject of a lead editorial in the Sacramento (Calif.) Union, after his recent visit to that city.

The editorial, titled "An Effective Ambassador," stressed the public relations value to Hollywood in Greene's visit, and read in part: "... The turnout for this man's personal appearances was magnanimous ... It has been said that 'man is never taller than when he stoops to help a child,' and if this is true, Greene is a mighty tall man. In spite of a rough 16-hour day of appearances, he seemed to have a compulsion about tending to every request from the small fry set ..."

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NBC-New York, 12/30/60

